

March 2, 1964

KRAFT FOODS RENEWS "KRAFT SUSPENSE THEATRE"  
AND "PERRY COMO'S MUSIC HALL" SPECIALS  
ON NBC-TV FOR THE 1964-65 SEASON

Renewal of Kraft Foods television programming -- "Kraft Suspense Theatre" and "Perry Como's Kraft Music Hall" specials -- for the 1964-65 season was announced today.

The "Kraft Suspense" and the Como shows will continue in the current 10 to 11 p.m. (NYT) time period on Thursday nights on NBC-TV. The advertising agency for Kraft is J. Walter Thompson Company.

"Kraft Suspense Theatre," produced by Roncom Films in association with Music Corporation of America at Universal City Studios, will again be presented in color.

Following the pattern of the current season, seven "Perry Como's Kraft Music Hall" specials, produced by Roncom Productions Inc., are scheduled. Kraft's sponsorship of Como inaugurates its sixth year of association with the star.

The 1964-65 season marks the beginning of the 19th consecutive year of full-hour, nighttime, television sponsorship by the foods company. Kraft's debut on television with the "Kraft Television Theatre" was made on May 7, 1947.

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## NBC TRADE NEWS

March 2, 1964

LIBBY, McNEILL & LIBBY BUY ALTERNATE SPONSORSHIP IN NEW  
NBC-TV COLOR SERIES, 'FAMOUS ADVENTURES OF MR. MAGOO'

Libby, McNeill & Libby has purchased alternate sponsorship in the new NBC-TV color series, "The Famous Adventures of Mr. Magoo," it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

As previously announced, the program will be telecast during the 1964-65 season on Saturdays (8-8:30 p.m. NYT).

Jim Backus will star as the voice of Mr. Magoo. UPA Pictures Inc. will produce the series in association with NBC. Henry G. Saperstein will be executive producer and Abe Levitow director.

The Libby order was placed through J. Walter Thompson Co.

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# NBC TELEVISION NETWORK NEWS

March 2, 1964

Attention, Sports Editors

'NBC SPORTS SPECIAL' TO CONTINUE THROUGH SPRING AND SUMMER  
Will Change to 30-Minute Format; Some Shows to Be in Color

"NBC Sports Special" will continue through the Spring and Summer months changing to a 30-minute format Saturday, April 18 -- the date that NBC-TV begins 1964 telecasts of "Major League Baseball" games on most stations.

Carl Lindemann Jr., Vice President, NBC Sports, said the "NBC Sports Special" series would become a 5:30-to-6 p.m. NYT show on Saturdays. It is currently a 90-minute program -- 4:30 to 5 p.m. NYT.

Sportscaster Bud Palmer will continue as the program host and Peter Molnar as executive producer of the series.

Mr. Lindemann also announced that some of the filmed and taped shows will be televised in color.

The 30-minute programs will concentrate on coverage of one sports event. Among the events to be presented in the coming months will be Invitational High-Diving Championships at Cypress Gardens in Florida (in color), Invitational Water-Skiing Championships at Cypress Gardens (in color), U. S. Powerboat Racing Championships at Portsmouth, Ohio, the East African Motor Rally in Kenya, World Invitational Surfing Championships in Hawaii (in color), World Invitational Parachuting Championships (in color), Alaskan hunting safari (in color) and shark-hunting expedition off Australia.

(more)



The "NBC Sports Special" schedule for the first three Saturdays of March, as previously announced, includes an Army-Navy Sports Weekend, featuring service academy competition in basketball, swimming, wrestling and gymnastics, March 7; a first-round game in college basketball's National Invitation Tournament March 14, and the NIT Championship Game March 21. For the two NIT games, to be televised live, "NBC Sports Special" will run from 4 to 6 p.m. EST.

Events scheduled for the March 28, April 4 and April 11 shows will be announced during the next week.

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NBC-New York, 3/2/64



March 2, 1964

FREEDOMS FOUNDATION AWARDS GEORGE WASHINGTON HONOR MEDALS  
TO TWO PROGRAMS ON NBC'S "ETERNAL LIGHT"

Freedoms Foundation at Valley Forge has accorded George Washington Honor Medals to two NBC religious programs, both of them "Eternal Light" offerings, one on TV and one on radio.

The TV winner was "Mr. Flanagan, the Chaplain, and Mr. Lincoln," written by Marc Siegel and telecast Nov. 11, 1962. It dramatized the successful struggle to overthrow a War Department order in the Civil War depriving a rabbi of the right to become a chaplain in the Union Army.

The radio winner was "A Rhode Island Refuge," written by Morton Wishengrad and broadcast Oct. 13, 1963. It dealt with religious freedom in America as established in colonial times in Rhode Island by Roger Williams for Jewish refugees.

Both programs were produced by NBC in cooperation with the Jewish Theological Seminary of America.

Freedoms Foundation Awards are made to single or series programs, radio or television, which include a sense of responsibility for maintaining American freedoms.

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NBC COLOR TELEVISION NEWS



March 2, 1964

SALLY RAND TO STAR IN 'CARNY," NBC NEWS COLOR TV SPECIAL  
ON EXCITEMENT AND FLAVOR OF LIFE IN CARNIVAL WORLD

The American carnival -- a billion-dollar business that plays to more people than professional baseball, basketball and football combined -- is the subject of a forthcoming full-hour NBC News color television special, "Carny," starring Sally Rand.

Chet Hagan wrote, produced and directed the program, which will be presented on the NBC-TV Network Sunday, April 12 (10-11 p.m. EDT). Hagan and his staff traveled around the country with film cameras to capture the flavor, color and excitement that keeps 550 different carnivals in business.

Miss Rand, the program's hostess and narrator, has been fan-dancing her way around America since she first came to fame at the Chicago World's Fair of 1933. She still fills a heavy schedule of dates as a fan-dancer in carnival midways, theatres, and supper clubs throughout the country.

According to Miss Rand, the TV special is "a very factual and very actual" picture of carnival life. "Mr. Hagan's wonderful nose for news would do that, you know," she says. "I think it's remarkable and really great that a news man did this. This way there's no frosting."

(more)



Geographically, "Carney" will range from Tampa, Fla., where many of the shows winter and rehearse, northward to Calgary, Alberta. The Royal American Shows will be seen in action at the Calgary Stampede, and the Al Brown Shows at St. Charles, Minn., and at the Winona (Minn.) County Fair.

"Carney" will cover all aspects of carnival life: the midway exhibitions (girlie shows, sword swallower, knife thrower and more), the concessions (from candied apples to games of chance) and the amusement rides (old standbys like the ferris-wheel to new ones like the space-wheel and the roundup ride).

The world of the carnival has been termed an insulated world characterized by an almost unholy alliance of the carnies against the "marks." (All customers are "marks" -- and all "marks" are outsiders). The TV special will show this world from the point of view of the carnies themselves as producer Hagan tells the inside story of the 15,000 persons to whom the carnival is a way of life. They will be shown on the lot, on the road and, off-season, at home.

-----NBC-TV PROGRAM HIGHLIGHT APRIL 12-----

"CARNEY" -- Fan dancer Sally Rand is hostess and narrator of a full-hour NBC News special dealing with the American carnival from the viewpoint of the carnies themselves. (Color)

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BRIAN KEITH TO STAR IN HISTORICAL DRAMA  
ON 'PROFILES IN COURAGE'

Brian Keith has been signed to star in "The Thomas Hart Benton Story," a historical drama dealing with the California slavery issue, on the "Profiles in Courage" NBC-TV series during the 1964-65 season.

Lamont Johnson will direct the drama, written by A. J. Russell. The series, produced by Robert Saudek Associates Inc., is based on the late President John F. Kennedy's Pulitzer Prize-winning book.

Gordon Oliver produces the series, which started production at Desilu studios in Culver City today (March 2).

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NBC'S EDWARD STANLEY TO ADDRESS ANNUAL  
VIRGINIA PUBLIC RELATIONS CONFERENCE

Edward Stanley, NBC Director of Public Affairs, will deliver an address on "The Communications Explosion" at the annual Virginia Public Relations Conference to be held at the Hotel Chamberlin, Fort Monroe, Va., on March 19.

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NBC-New York, 3/2/64







NBC COLOR TELEVISION NEWS



March 2, 1964

"SLOW FADE TO BLACK," AN ORIGINAL ROD SERLING DRAMA  
ON BOB HOPE'S "CHRYSLER THEATRE" SERIES, WILL STAR  
ROD STEIGER AS MOVIE EXECUTIVE FACING STUDIO LOSS

"Slow Fade to Black," an original Rod Serling drama starring  
Rod Steiger as a Hollywood movie czar approaching the end of his reign,  
will be presented on the "Bob Hope Presents the Chrysler Theatre" color  
series Friday, March 27 (NBC-TV, 8:30-9:30 p.m. EST).

Robert Culp, James Dunn, Anna Lee and Sally Kellerman also  
star in the story about a once-powerful studio head whose tottering  
empire is falling into the hands of Wall Street interests. Series star  
Bob Hope appears in a cameo role as an awards ceremony emcee.

This production marks the third Serling assignment to date  
in the weekly Chrysler-sponsored series. His first, an original story  
titled "A Killing at Sundial" was the series' premiere Sept. 27, 1963.  
His second was an adaptation of John O'Hara's "It's Mental Work,"  
presented Dec. 20.

As "Slow Fade to Black" opens, movie magnate Mike Kirsch  
(Steiger) is soon to receive the "producer of the year" award when he  
learns he is only hours away from losing control of his studio. Of  
the two men closest to Kirsch, oldtime Russ Landers (Dunn) is an inef-  
fectual "yes" man, while Madison Avenue-type Peter Furgatch (Culp) is  
a follower of the new school of films and a secret ally of the big  
New York money interests.

(more)



Clutching at straws, Kirsch tries to garner the controlling shares in the studio by taking those belonging to his alcoholic wife Paula (Miss Lee), and asking for those owned by his rebellious daughter Jerrie (Miss Kellerman). Kirsch faces the board of directors confidently, announcing plans for a colossal movie embodying "mother, the American flag and ice cream cones," but the board demands his resignation.

Ron Winston directed for producer Dick Berg.

—NBC-TV PROGRAM HIGHLIGHT MARCH 27—

BOB HOPE PRESENTS THE CHRYSLER THEATRE: "Slow Fade to Black"--A once powerful movie executive struggles for control of his collapsing studio empire. Stars Rod Steiger, Robert Culp, James Dunn, Anna Lee and Sally Kellerman. (Color)

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NBC-New York, 3/2/64



March 3, 1964

'DANIEL BOONE,' STARRING FESS PARKER IN TITLE ROLE,  
WILL BE NBC-TV 1964-65 THURSDAY NIGHT SERIES  
IN THE 7:30 TO 8:30 P.M. (NYT) PERIOD

"Daniel Boone" will blaze the Thursday night program trail on NBC-TV during the 1964-65 season. The adventure series starring Fess Parker has been set for the 7:30-8:30 p.m. NYT time period, it was announced today by Mort Werner, Vice President, Programs, NBC-TV Network.

Each week's story will be based upon incidents in the life and time of America's foremost frontiersman. The series is set in and around North Carolina, Tennessee and Kentucky during the Colonial and American Revolutionary periods.

Already signed for continuing roles (in addition to Fess Parker as the title character) are Albert Salmi, Ed Ames, Pat Blair, Veronica Cartwright, Darby Hinton and Bobby Horan.

Executive producer will be Aaron Rosenberg, whose extensive film credits include the 1962 production (with Marlon Brando) of "Mutiny On The Bounty" and the currently released "Move Over Darling." Rosenberg will also act as producer of the series' pilot episode.

George Marshall will direct "Daniel Boone." One of his most recent films is "How the West Was Won." Writers signed for the new project are Borden Chase, Raphael Hayes and Jack Sher.

"Daniel Boone" is a production of Arcola Productions and Fesspar Productions, in association with 20th Century-Fox and NBC-TV.

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## NBC TRADE NEWS

March 3, 1964

### HUMBLE OIL TO SPONSOR 'CARNY,' NBC NEWS COLOR TV SPECIAL

Humble Oil and Refining Company willl sponsor "Carny," a full-hour NBC News color television special about the American carnival, which will be telecast on the NBC-TV Network Sunday, April 12 (10-11 p.m. EST), it was announced today by Sam K. Maxwell Jr., Director, Special Program Sales, NBC Television Network.

As previously announced, Sally Rand is the program's hostess and narrator. Miss Rand has been fan-dancing her way around America since she first attained fame at the Chicago World's Fair of 1933. According to Miss Rand, the TV special is "a very factual and very actual" picture of carnival life.

The Humble Oil order was placed through the Houston office of McCann-Erickson Inc.

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# NBC TELEVISION NETWORK NEWS

March 3, 1964

Attention, Sports Editors

NBC TO TELECAST SUN BOWL GRID GAME

SIGNS 3-YEAR CONTRACT WITH SOUTHWESTERN SUN CARNIVAL ASSOCIATION  
FOR TELEVISION RIGHTS TO ANNUAL POST-SEASON CLASSIC

A three-year contract for television rights to the annual Sun Bowl football game in El Paso, Texas, has been signed by the Southwestern Sun Carnival Association and the National Broadcasting Company. The contract will begin with the 30th annual Sun Bowl classic Saturday, Dec. 26, 1964.

NBC's coverage was announced jointly by Jack B. Chapman, Sun Carnival President, and Carl Lindemann Jr., Vice President, NBC Sports.

"We are pleased to add this fine game to our list of post-season football attractions," said Mr. Lindemann. "We have watched the growth of the Sun Bowl with interest, and look forward to a happy association with this excellent organization."

Mr. Chapman said, "This contract assures the Sun Bowl the best coast-to-coast TV coverage. We are delighted with the alliance for our first national telecast."

Last December's Sun Bowl Game, in which Oregon defeated Southern Methodist, 21-14, was the first played in the new 30,000-seat Sun Bowl Stadium. The stadium, completed last September, is located on the campus of Texas Western College.

The Sun Bowl Game, one of the nation's oldest post-season football games, ranks in longevity right behind the three classics that NBC will cover on New Year's Day -- the Rose, Sugar and Orange Bowl games.

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# NBC NEWS ELECTION YEAR '64

March 3, 1964

NBC NEWS TV SPECIAL TO EXAMINE WOMEN'S ROLE IN NEW HAMPSHIRE RALLY

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Films of Campaign Activities of Senator Smith and Wives

Of Three Candidates Will Be Shown

A primer on the New Hampshire primary election will be presented in an NBC News special program planned to be of particular interest to women Monday, March 9 on the NBC-TV Network from 10 to 10:25 a.m. EST. It will feature NBC News Washington correspondent Nancy Dickerson.

Originating in NBC News' Election Headquarters in Manchester, N.H., the program, "New Hampshire: The Woman's View," will explore the role of women in the March 10 New Hampshire primary. Mrs. Dickerson will discuss the importance of this first-in-the-nation primary and the issues involved, and will explain the complicated New Hampshire ballot.

Senator Margaret Chase Smith, a Republican Presidential candidate on the ballot, will be shown, on film, explaining why a woman would make a good President. Her remarks are excerpts of a speech she made to the Young Republicans at the University of New Hampshire in Durham.

Mrs. Goldwater, Mrs. Rockefeller and Mrs. Stassen, the wives of the other three nationally-known Republican Presidential contenders who have filed, will be shown on film in campaign activities in New Hampshire.

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Live portions of the program will include an interview with Mrs. Charles C. Guerriero, president of the New Hampshire League of Women Voters, and a round table discussion by women delegate candidates. Mrs. Guerriero will discuss how her organization will staff polling places and report election returns for NBC News.

Participants in the round table will be Mrs. Doloris T. Bridges, widow of the late Senator Styles Bridges, who is a delegate candidate for Goldwater; Molly O'Gara, a delegate candidate for Rockefeller; Margaret Spanos, a delegate candidate for Stassen; and Lucy C. Blodgett, an alternate delegate candidate for Lodge. They will speak on the merits of the Presidential candidates they are supporting.

Chet Hagan will produce the special program and Jerome Jacobs will be associate producer.

The special program will preempt "Say When."

-----NBC-TV PROGRAM HIGHLIGHT MARCH 9-----  
NEW HAMPSHIRE: THE WOMAN'S VIEW--A primer  
on the March 10 New Hampshire primary election,  
featuring NBC News correspondent Nancy Dickerson.

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NBC-New York, 3/3/64





# NBC NEWS ELECTION YEAR '64

THE ELECTION SEASON BEGINS AND ENDS WITH THE TWO MOST  
COMPLICATED ELECTIONS, SAYS NBC'S ROBERT NORTHSHIELD

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NBC News' General Manager Discusses Opening Event--New Hampshire Primary

The election season begins and ends with the two most complicated elections, says Robert Northshield, General Manager of NBC News.

"In November we have the advantage of having moved all Summer toward the national election," he said. "By then, we will have gone through the primaries, the campaigns, the conventions. But with the March 10 New Hampshire primary, we start from a dead stop."

Northshield, who is supervising NBC News' entire political coverage, said his staff is excited about getting into the election season. "In this country, this is what journalists live for. Other than some unanticipated disasters, politics will be the biggest story."

The New Hampshire primary, which kicks off the season, is important to NBC News not only because of the Republican race which is of national interest, he said, "but because it will be the first big election we will have covered since 1962. We have new techniques and new equipment, and we have to try them out."

What makes the New Hampshire election so complex is the combination of a large number of candidates and a complicated voting system which in many ways is unique, he said. NBC will have more than 600 reporters, tabulators and technicians working on this primary -- about one staff member for every 200 persons expected to go to the polls.

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The same ratio in a national election would require a staff of some 345,000.

New Hampshire, unlike most states, does not tabulate votes at the county level, which means that a reporter must be assigned to each individual polling place, he said. There are 302 such polling places, including several which have fewer than a dozen voters. The closing time of polls varies throughout the state.

"Another problem in getting returns fast is that paper ballots are used everywhere except in Portsmouth," he said. "There will be five separate ballots in this election -- one each for the Republican and Democratic Presidential primaries, one on local options for a state lottery, one for delegates to a constitutional convention and, in many places, one for local offices.

"The Republican primary is of chief interest nationally, of course, since no Presidential candidates have filed in the Democratic primary. The networks and wire services would like the Republican ballots counted first. But that decision is up to the moderator in charge of each polling place, so we have had to make our request to 302 moderators.

"In some communities, town meetings will be held the same night. There could be a delay in the counting of votes at some polling places if the officials decide to go to the town meeting and leave the tabulation until afterward. We hope this won't happen."

The Presidential primary ballot itself is complicated, Northshield said. It has three columns. One is for Presidential contenders, where voters can choose their favorite by name. Professional politicians irreverently call this vote the "beauty contest," because not a single delegate vote at the convention is won by this balloting.

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### 3 - New Hampshire Primary

Four Republican candidates with national reputations have filed -- Goldwater, Rockefeller, Stassen and Margaret Chase Smith. Under New Hampshire law, the ballot also must have a line for a write-in choice, and serious write-in campaigns are under way for Lodge and Nixon.

The second column lists delegates who are "pledged" or "favorable" to a Presidential contender, or who are "uncommitted." The Republican ballot has 71 delegate candidates, including complete slates for Goldwater, Rockefeller, Lodge and Stassen. The third column provides for balloting for Vice President, and also includes a write-in line.

Northshield quoted one campaign manager as saying, "It would be awful to win the 'beauty contest' and lose the delegates."

Northshield said some Democratic leaders hope to see a "spontaneous" write-in for President Johnson on the Presidential line of the Democratic ballot. There is also some support for a write-in for Attorney General Robert F. Kennedy on the Vice Presidential line.

"NBC News will watch the write-in votes in both parties very closely," Northshield said.

"There could be one further complication -- bad weather. A New England blizzard would hamper our poll reporting operation, and everyone else's. But we have enough real problems, without worrying about something that might not happen."

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NBC-New York, 3/3/64



NBC COLOR TELEVISION NEWS



March 3, 1964

CORRECTIONS ON NBC-TV NETWORK MARCH COLOR BROADCAST SCHEDULE

MONDAY AND TUESDAY, MARCH 30 and 31

10-10:25 a.m. -- Add: "Say When."

11:30 a.m.-12 noon -- Kill: "Missing Links." Time period  
will be taken by "Jeopardy," a  
new program to be broadcast in  
black and white.



March 4, 1964

'ALFRED HITCHCOCK PRESENTS' RETURNING TO NBC-TV

- - -

Series Will Have Full-Hour Monday Night Time Period

Alfred Hitchcock is returning to the NBC Television Network for the 1964-65 season, it was announced by Mort Werner, Vice President, Programs, NBC-TV.

"Alfred Hitchcock Presents," the widely acclaimed suspense series now in its ninth year, will be telecast Monday nights from 10 to 11 p.m. NYT. Each week's drama will feature noted stars in the cast and the distinctive in-person Hitchcock introductions that combine the elements of suspense and humor.

Hitchcock, popularly termed "master of suspense," has directed more than a score of motion picture classics.

"Alfred Hitchcock Presents" began its uninterrupted television career in 1955. It was broadcast on NBC-TV during the 1960-61 and 1961-62 seasons as a half-hour series.

Joan Harrison and Norman Lloyd are the series' producers. The new season's productions will be filmed at Revue Studios in Hollywood by Shamley Productions Inc., in association with NBC-TV.

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# NBC TELEVISION NETWORK NEWS

March 4, 1964

'SOLO,' STARRING ROBERT VAUGHN, WILL BE NBC-TV

TUESDAY NIGHT SERIES DURING THE 1964-65 SEASON

Full-Hour Dramas to Show Clash with World-Wide Subversion

"Solo" -- a new full-hour dramatic series starring Robert Vaughn as Napoleon Solo, a suave, sophisticated, iron-hard agent of an international organization called U.N.C.L.E. -- will be broadcast on the NBC-TV Network Tuesdays (8:30 p.m. NYT) during the 1964-65 season, it was announced today by Mort Werner, Vice President, Programs, NBC Television Network.

"Solo" will be produced by MGM-TV in association with Arena Productions and NBC. The executive producer and co-developer is Norman Felton, who is also executive producer of three current NBC-TV programs: "Dr. Kildare," "The Eleventh Hour" and "The Lieutenant."

U.N.C.L.E. is responsible for the welfare of people and nations anywhere in the world. It combats Thrush, an organization attempting world-wide subversion.

Napoleon Solo is U.N.C.L.E.'s top agent, a dapper figure whose friends think he is employed by a non-profit foundation. Solo performs his assignments with polish and efficiency, whether at a formal party for a Washington dignitary or accosting foreign agents in a dark alley.

Vaughn is currently co-starring in NBC-TV's "The Lieutenant." He is a former Academy Award nominee for best supporting actor in the

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motion picture "The Young Philadelphians," and he has starred in many other top films and television dramas.

Regulars appearing in "Solo" include Will Kuluva as Mr. Allison, one of the top men in U.N.C.L.E. Kuluva has appeared in several television dramatic series, motion pictures and Broadway shows, including "The Shrike" and "Darkness at Noon."

David McCallum will play Illya Kuryakin, an agent in Solo's section. The bulk of McCallum's career has been in motion pictures, including "The Great Escape," "Billy Budd" and the forthcoming "The Greatest Story Ever Told."

Prominent guest stars will appear in the series throughout the season.

"Solo" will be written by Sam Rolfe, who developed the series with Felton. Don Medford is the director.

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NBC-New York, 3/4/64





NBC COLOR TELEVISION NEWS



March 4, 1964

CAROL CHANNING, LORNE GREENE, FRED MacMURRAY TO GUIDE VIEWERS  
ON TOURS OF NEW YORK WORLD'S FAIR DURING NBC-TV'S  
90-MINUTE COLOR SPECIAL ON OPENING NIGHT

Carol Channing, Lorne Greene and Fred MacMurray have been signed by producer Bob Bendick for unusual roles -- to guide viewers on exciting tours of various areas of the 1964-1965 New York World's Fair during NBC-TV's special color telecast on opening night at the exposition Wednesday, April 22 (7:30-9 p.m. EST). Henry Fonda will be host of the 90-minute program, as previously announced.

The three newly-signed stars are part of a notable cast that will guide and entertain viewers on the special which, according to Bendick, "will reveal to many of the millions of persons expected to attend the Fair this year sights and sound that they won't see or hear when they visit the gigantic and lavish display at Flushing Meadow Park."

Miss Channing, title star of the Broadway hit musical, "Hello Dolly!," will stop off at the Fair, dressed in her stage costume enroute to the theatre. She will sing a tune about the Fair's Industrial Area and then, with Fonda, will take viewers to the exhibits there.

Lorne Greene, who stars as Ben Cartwright on NBC-TV's "Bonanza" color series, will head hundreds of musicians as they travel through the exhibits of the Fair's Federal and States Area.

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2 - Stars on World's Fair Special

Fred MacMurray, noted film actor and star of TV's "My Three Sons" series, will take viewers for a "ride" through the Travel and Transportation Area as he acts as "guide" for Fair visitors aboard 100 vehicles.

Additional stars will be announced for the program.

United States Steel will sponsor the color special, which NBC will produce in cooperation with the 1964-1965 New York World's Fair Corporation.

NBC-TV PROGRAM HIGHLIGHT APRIL 22

OPENING NIGHT AT THE NEW YORK WORLD'S FAIR: Host Henry Fonda will be joined by Carol Channing, Lorne Greene and Fred MacMurray to guide viewers during 90-minute special broadcast on opening night at the Fair. (Color)

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NBC-New York, 3/4/64





# NBC NEWS ELECTION YEAR '64

March 4, 1964

TWO ADDITIONAL "TODAY" FEATURES (TOTAL IS NOW FOUR)

ON NEW HAMPSHIRE PRIMARY AUGMENTS NBC NEWS'

EXTENSIVE TV COVERAGE OF THE EVENT

Two advance features on the New Hampshire Presidential primary -- an interview with New Hampshire's Governor John W. King and a discussion by NBC News' Chet Huntley, David Brinkley and Frank McGee -- have been added to the two special primary segments announced previously for NBC-TV's "Today" series.

The four "Today" primary features augment NBC News' comprehensive television coverage of the nation's 1964 primary election which includes four special programs scheduled prior to the primary and on the day of the voting (Tuesday, March 10).

Governor King will appear on "Today" Monday, March 9 (during the 7:30-8 a.m. segment of the 7-9 a.m. EST program) to discuss the significance of the election. He will be interviewed by NBC News correspondent Martin Agronsky at NBC News' election headquarters in Manchester, N. H. Later that morning (during the 8-8:30 a.m. EST segment), Huntley (from New York), Brinkley (from Washington) and McGee (from Manchester), in a three-way television pick-up, will preview the primary.

On Tuesday, March 10, the morning of the primary, Agronsky (at Manchester) will talk with Republican National Committeeman William W. Treat of Hampton, and Democratic National Committeeman

(more)





Hugh H. Bownes of Laconia for an up-to-the-minute report (during the program's 8:30-9 a.m. EST segment). Agronsky also will report live on the progress of the election during "Today's" 7 a.m. and 8 a.m. news. Films of the first New Hampshire voters going to the polls at Ellsworth and Hart's Location shortly after midnight also will be seen in the "Today" news segments.

A post-primary report analyzing the results will be presented on "Today" Wednesday, March 11 (during the 7:30-8 a.m. EST segment) by New Hampshire's Republican Senator Norris Cotton and Democratic Senator Thomas J. McIntyre. Both legislators will be interviewed by Agronsky in Manchester.

As previously announced, NBC News' special television coverage of the primary will start with a preview of the primary on Sunday, March 8 (NBC-TV, 7-7:30 p.m. EST). On Monday, March 9 (NBC-TV, 10 to 10:25 a.m. EST), NBC News will present a primer on the primary, featuring NBC News Washington correspondent Nancy Dickerson, planned to be of particular interest to women. Primary Day, March 10, Chet Huntley, David Brinkley, Frank McGee, Sander Vanocur, Merrill Mueller and Robert MacNeil will be the key NBC News correspondents reporting on the primary in two special programs -- from 8:30-9 p.m. EST and from 11:15 to 11:30 p.m. EST. In addition, there will be bulletins throughout the day.

NBC News entire political coverage is under the supervision of Robert Northshield, General Manager of NBC News.

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NBC-New York, 3/4/64





## NBC COLOR TELEVISION NEWS



### FIRST EXTENSIVE TV TOUR OF NEW GALLERY OF MODERN ART IN NEW YORK TO BE LIVE COLOR SEGMENT OF 'SUNDAY'

The first extensive TV tour of New York's newest museum, The Gallery of Modern Art, will be a special live color feature of NBC-TV's "Sunday" program March 15 (3-4 p.m. EST), producer Craig Fisher announced today. Aline Saarinen, "Sunday" art and architecture editor, will conduct the tour.

"Due to the widespread interest in this important new museum," Fisher said, "we have arranged to present our showing of it both live and in color, so that the viewer can see the fascinating art and interiors in all their beauty."

This marks one of the few times that a regular black-and-white TV program will present a color feature. The color cameras will focus on the restaurant floor and on two of the floors which will house the permanent collection of painting and sculpture of the last 200 years. Two other floors will have temporary exhibitions. Exhibits in the permanent collection to be seen on the telecast include works by Dali, Burne-Jones, Toulouse-Lautrec and Landseer, along with considerable American art. The architecture of the Museum will also be discussed and shown by Mrs. Saarinen.

The Gallery, financed by Huntington Hartford, will be open to the public a few days after the "Sunday" telecast.

### NBC-TV PROGRAM HIGHLIGHT MARCH 15

SUNDAY: Special live color feature on The Gallery of Modern Art in New York. Aline Saarinen will tour Museum and show some of its art treasures.

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NBC-New York, 3/4/64



SCENES OF 'FALL OF ROMAN EMPIRE' ARE FILMED ABROAD  
FOR SEQUENCE IN 'INSIDE MOVIE KINGDOM'

A Sextant crew has returned from Spain with scenes from "The Fall of the Roman Empire" which will form a sequence in "Inside the Movie Kingdom - 1964" on NBC-TV Friday, March 20 (9:30-11 p.m. EST).

The motion picture stars Sophia Loren, Stephen Boyd, Alec Guinness, James Mason, Christopher Plummer, John Ireland, Mel Ferrer, Omar Sharif and Anthony Quayle. The crew traveled with the motion picture's director Anthony Mann and "The Fall of the Roman Empire" troupe deep into the Guadarrana mountains during the worst snow storm to hit Spain in over 50 years.

More than 50 international film stars will be featured in the special, which is devoted to motion-picture making today.

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STANLEY, REYNOLDS PANELISTS AT SESSION OF FOUNDATION FOR BLIND

Edward Stanley, NBC Director of Public Affairs, and Jack Reynolds, Manager, Public Affairs, WNBC-TV, New York, will be panelists in a discussion of media attitudes toward blindness at the national convention of the American Foundation for the Blind on March 12 in New York City. The convention will be held at the Americana Hotel March 11-13.

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NBC-New York, 3/4/64









JACK TRACY  
ROOM 320

2-X-H

# NBC NEWS ELECTION YEAR '64

March 5, 1964

HOW NBC NEWS, FOR FIRST TIME, WILL USE REMOTELY LOCATED  
COMPUTERS TO REPORT THE RESULTS OF A PRIMARY ELECTION

Method Underscores Nation's Interest in New Hampshire Balloting

NBC News next week, for the first time, will use remotely located electronic computers to tabulate, project, analyze and report the results of a primary election, William R. McAndrew, Executive Vice President in charge of NBC News, said today.

Underscoring the nation's interest in the New Hampshire Republican Presidential primary, NBC on election night (Tuesday, March 10) will link two RCA 301 computers -- one at NBC in New York and the other at RCA's Electronic Data Processing facilities in Camden, N. J. -- to tabulate and project returns faster than ever before for NBC News' TV and radio coverage.

The computers will "talk" to each other, digesting information gathered from a network of hundreds of miles of telephone lines to every town in New Hampshire and flash the returns by teletype to newscasters in New York and New Hampshire.

Officially listed on the ballot are Senators Margaret Chase Smith and Barry Goldwater, Governor Nelson Rockefeller, and Harold Stassen. Those expected to receive significant write-in votes include Henry Cabot Lodge, Norman Le Page, Richard Nixon and Governors George Romney and William Scranton.

(more)



"We will be using new, comprehensive statistical techniques developed by RCA and their consultants to report on this unprecedented primary slate of some 10 candidates," Mr. McAndrew said.

The two computer systems will print out the percentage of the total vote and the actual vote for each candidate, project the total turnout in the state, project vote margins or comparison of pluralities between any two candidates, and project the vote margin for any candidate against the rest of the field.

In 1960, NBC was the only network to make and stay with a Kennedy victory prediction, announcing a percentage figure at 8:32 p.m. on election night that proved to be 0.4 per cent off the final tally. The projection was derived from an RCA 501 computer.

Newsmen will be furnished Tuesday night with feature, sidebar, and other supporting material to point up the political behavior patterns of homogeneous groups in New Hampshire. The two computers will continually conduct "searching" operations, delving into the state's geographical, urban-rural, and liberal-conservative differences to come up with political straws as the votes are counted.

With this technique, NBC and RCA officials are confident they will report the hard news and background feature material faster than any other network, Mr. McAndrew said.

As previously announced, NBC News' comprehensive television coverage of the nation's 1964 primary election will include four special programs scheduled prior to the primary and on the day of the voting (Tuesday, March 10).

(more)





This special coverage will start with a preview of the primary on Sunday, March 8 (NBC-TV, 7-7:30 p.m. EST). On Monday, March 9 (NBC-TV, 10-10:25 a.m. EST), NBC News will present a primer on the primary, planned to be of particular interest to women, featuring NBC News Washington correspondent Nancy Dickerson. On Primary Day, March 10, Chet Huntley, David Brinkley, Frank McGee, Sander Vanocur, Merrill Mueller and Robert MacNeil will be the key NBC News correspondents reporting on the primary in two special programs -- from 8:30-9 p.m. EST and from 11:15 to 11:30 p.m. EST. In addition, there will be bulletins throughout the day.

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NBC-New York, 3/5/64





## NBC TRADE NEWS

March 5, 1964

### SCHOLL MFG. CO. TO ADVERTISE ON NBC-TV'S DAYTIME SCHEDULE FOR SECOND CONSECUTIVE SEASON

The Scholl Mfg. Co. Inc. will advertise on NBC-TV's daytime schedule for the second consecutive season, it was announced today by James Hergen, Director of Daytime Sales, NBC Television Network.

The Scholl company, to advertise Dr. Scholl's Zino-Pads and Foot Powder, has placed orders in "Merv Griffin's Word for Word," "Truth or Consequences" and another series to be announced. The campaign runs from April through June.

The firm placed its first network television order in NBC's daytime schedule in October, 1962. The agency for Scholl is West, Weir & Bartel.

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# NBC NEWS ELECTION YEAR '64

March 5, 1964

## NBC NEWS' POLITICAL PERISCOPE

A reporter at each of New Hampshire's 302 polling places will give NBC News an unprecedentedly fast and complete account of balloting in the state's primary elections on Tuesday, March 10. But it is easier said than done.

For instance, one of the many problems that had to be ironed out by the network's political planners was how to get returns from Ellsworth, a small midstate town. The community's polling place has no phone. Fact it, there is not a phone for miles around. But NBC News will have Ellsworth's vote count swiftly.

"We finally worked it out," says Frank Jordan, manager of NBC News' Election Unit, "but I'm not about to tell how right now. Maybe next Wednesday."

\* \* \*

Ellsworth also will figure in another contest having no real bearing on the primary results. It and two other small towns, Millsfield and Hart's Location, are expected to be in the running to see which will complete its voting first. They have ten, nine and six registered voters, respectively.

\* \* \*

Results of the New Hampshire primaries, the nation's first, will be broadcast on the NBC-TV Network Tuesday, March 10, in two special programs. The first will be 8:30-9 p.m. and the second 11:15-11:30 p.m. EST. Bulletins will be broadcast throughout the day.

(more)





Chet Huntley, David Brinkley, Frank McGee, Sander Vanocur, Merrill Mueller, and Robert MacNeil will be the key correspondents.

\* \* \*

Political analysts may well be watching the New Hampshire returns for indications of the political drawing power of three NBC News correspondents. For the last month, huge, campaign-type photographs of Chet Huntley, David Brinkley, and Frank McGee have been displayed in the window of NBC News headquarters in Manchester. Although the three are avowed non-candidates, odds-makers are betting the Huntley-Brinkley-McGee ticket will pull some votes.

"We don't want write-ins," quips Brinkley. "We're after tune-ins."

\* \* \*

NBC News coverage of the New Hampshire primaries definitely will have a woman's touch -- 206 of them, in fact. The state's League of Women Voters will join the network team for the day to staff polling places and report returns.

\* \* \*

Frank Jordan, manager of NBC News' Election Unit, tells of the free-lance photographer who outsmarted himself covering the candidates in the New Hampshire primaries. Figuring it would give him freer access to the campaign trail, he hired a big, black limousine which he planned to maneuver into the motorcades of the political hopefuls. His theory was that ostentation would give him a degree of anonymity when it came to passing through police lines. It might have worked, says Jordan, if Senator Margaret Chase Smith had been less conscious of her own political image. She showed up leading her motorcade in a three-year-old Ford.

\* \* \*  
(more)



Senator Margaret Chase Smith's reason why she believes a woman would make a good President will be one of the features of "New Hampshire: The Woman's View," the NBC News special program to be broadcast on NBC-TV Monday, March 9 (10-10:25 a.m. EST). NBC News Washington correspondent Nancy Dickerson will moderate the program.

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NBC-New York, 3/5/64



March 5, 1964

NBC NEWS' DAVID BRINKLEY AND TED YATES SALUTED BY  
STATE DEPARTMENT WITH HONORARY TITLES FOR  
"OUR MAN IN WASHINGTON" TV SPECIAL

The State Department has made David Brinkley "Honorary Chief Protocol Officer for Life" and NBC News producer Ted Yates "Honorary Assistant Chief Protocol Officer for Life" after viewing the NBC News special, "Our Man in Washington."

Scrolls attesting to the designations were presented to Mr. Brinkley and Mr. Yates on March 3 by Under Secretary of State George W. Ball. Before the ceremony, Mr. Ball, Assistant Secretary of State for African Affairs G. Mennen Williams, Chief of Protocol Angier Biddle Duke, and other State Department officials had viewed "Our Man in Washington" (the program describing the government's "high society foreign policy") in Mr. Brinkley's living room in Washington suburbs.

Mr. Brinkley wrote and delivered the narration for the program. Mr. Yates co-produced and directed it. "Our Man in Washington" was telecast in color on the NBC-TV Network Tuesday, March 3.

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WILLIAM B. MONROE JR. OF NBC NEWS TO PARTICIPATE  
IN TWO NEWS PANEL DISCUSSIONS

William B. Monroe Jr., Director of NBC News in Washington, D. C., will participate in two panel discussions this month.

On March 15, at Tulane University in New Orleans, Mr. Monroe will be the only broadcast newsman in a panel of six at the Tulane journalism symposium. His topic will be "TV and Reporting in Depth."

On March 20, in Washington, he will be a member of a three-man panel to discuss "The Lessons of Dallas -- Threats to Fair Trial and Free Press" at a meeting of the National Civil Liberties Clearing House.

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NBC-New York, 3/5/64



# NBC TELEVISION NETWORK NEWS

March 5, 1964

'WATCH MR. WIZARD' ENTERS 14th YEAR ON NBC-TV WITH LONG RECORD  
OF PRAISE FROM EDUCATORS AND PARENTS, AND MANY HIGH HONORS

"My son is quite interested in science and why things work. He is no genius, but I think you might be interested to know that a little boy not quite six is able to understand (with little help from mother or dad) a great deal of what you show."

"I envy your informal but objective presentation. My personal wish is to make as many of my classes of the caliber you present each Saturday."

These two letters, one from a parent, the other from a science teacher, are among the many received each season by Don Herbert, producer, creator and star of NBC-TV's "Watch Mr. Wizard." This praise is typical of that received from parents, educators and students across the country who regularly watch the Saturday afternoon science series (2 p.m. EST).

As "Watch Mr. Wizard" enters its 14th year on NBC-TV -- its 13th anniversary program will be telecast March 7 -- the series has entertained and educated millions of young viewers, and has probably guided many children into further interest in the field of science. Often the program is a child's first contact with science, and Herbert's fascinating use of simplified and dazzling demonstrations holds a youngster's attention as he learns basic scientific principles.

(more)





Rita McLaughlin and Alan Howard are Herbert's assistants, on alternate weeks. Rita and Alan, both of whom will be 13 this month, are bright, articulate children. Their own questions as Herbert explains a new subject often reflect questions children at home might ask.

As the program's audience has changed over the years, as the young viewers grow up and others take their place, so has the series' content. Herbert, who estimates he has performed nearly 6,000 experiments since the program started on March 3, 1951, constantly keeps pace with new developments in science. His topics have included problems of space travel, relativity and many other varied interests -- but he always tries to restrict his equipment to items normally found in the average household.

In addition to evoking enthusiastic response from parents and educators, during its many years on the air, "Watch Mr. Wizard" has won 17 national honors, including two Thomas Alva Edison Foundation Awards, four Ohio State Awards, and a Peabody Award.

"Watch Mr. Wizard" is a public affairs presentation of NBC News.

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NBC-New York, 3/5/64



NBC COLOR TELEVISION NEWS



NBC-TV NETWORK COLOR BROADCAST SCHEDULE

For April, 1964

(EST through April 25. EDT starts April 26)

Mondays through Fridays

10-10:25 a.m. -- "Say When."  
10:30-11 a.m. -- "Merv Griffin's Word for Word."  
12 noon-12:30 p.m. -- "Your First Impression."  
12:30-12:55 p.m. -- "Truth or Consequences."  
2-2:25 p.m. -- "Let's Make a Deal."  
3:30-4 p.m. -- "You Don't Say!"  
11:15 p.m.-1 a.m. -- "The Tonight Show Starring Johnny Carson."

Wednesday, April 1

7:30-9 p.m. -- "The Virginian."

Thursday, April 2

9:30-10 p.m. -- "Hazel."  
10-11 p.m. -- "Kraft Suspense Theatre."

Friday, April 3

8:30-9:30 p.m. -- "Bob Hope Presents the Chrysler Theatre."  
10-11 p.m. -- "The Jack Paar Program."

Saturday, April 4

9:30-10 a.m. -- "The Ruff 'n' Reddy Show."  
10-10:30 a.m. -- "The Hector Heathcote Show."  
12:30-1 p.m. -- "The Bullwinkle Show."  
1-2 p.m. -- "Exploring."  
8:30-9 p.m. -- "The Joey Bishop Show."

Sunday, April 5

5:30-6 p.m. -- "G-E College Bowl."  
6-6:30 p.m. -- "Meet the Press."  
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."  
9-10 p.m. -- "Bonanza."  
10-11 p.m. -- "Du Pont Show of the Week."

(more)



2 - NBC-TV April Color Schedule

Monday, April 6

7:30-9:30 p.m. -- "Monday Night at the Movies."  
10-11 p.m. -- "Sing Along with Mitch."

Tuesday, April 7

8:30-9 p.m. -- "You Don't Say!"  
10-11 p.m. -- "Bell Telephone Hour."

Wednesday, April 8

7:30-9 p.m. -- "The Virginian."

Thursday, April 9

9:30-10 p.m. -- "Hazel."

Friday, April 10

8:30-9:30 p.m. -- "The Tennessee Ernie Ford Hour," special program.  
10-11 p.m. -- "The Jack Paar Program."

Saturday, April 11

9:30-10 a.m. -- "The Ruff 'n' Reddy Show."  
10-10:30 a.m. -- "The Hector Heathcote Show."  
12:30-1 p.m. -- "The Bullwinkle Show."  
1-2 p.m. -- "Exploring."  
8:30-9 p.m. -- "The Joey Bishop Show."  
9 p.m.-to conclusion -- "Saturday Night at the Movies."

Sunday, April 12

5:30-6 p.m. -- "G-E College Bowl."  
6-7 p.m. -- "NBC Children's Theatre," special program.  
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."  
9-10 p.m. -- "Bonanza."  
10-11 p.m. -- "Carny," special program.

Monday, April 13

10-11 p.m. -- "Sing Along with Mitch."

Tuesday, April 14

8:30-9 p.m. -- "You Don't Say!"  
10-11 p.m. -- "The Andy Williams Show."

Wednesday, April 15

7:30-9 p.m. -- "The Virginian."

Thursday, April 16

9:30-10 p.m. -- "Hazel."  
10-11 p.m. -- "Kraft Suspense Theatre."

(more)





3 - NBC-TV April Color Schedule

Friday, April 17

10-11 p.m. -- "The Jack Paar Program."

Saturday, April 18

9:30-10 a.m. -- "The Ruff 'n' Reddy Show."

10-10:30 a.m. -- "The Hector Heathcote Show."

12:30-1 p.m. -- "The Bullwinkle Show."

8:30-9 p.m. -- "The Joey Bishop Show."

9 p.m.-to conclusion -- "Saturday Night at the Movies."

Sunday, April 19

5:30-6 p.m. -- "G-E College Bowl."

6-6:30 p.m. -- "Meet the Press."

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."

9-10 p.m. -- "Bonanza."

10-11 p.m. -- "Du Pont Show of the Week."

Monday, April 20

10-11 p.m. -- "Sing Along with Mitch."

Tuesday, April 21

8:30-9 p.m. -- "You Don't Say!"

10-11 p.m. -- "Bell Telephone Hour."

Wednesday, April 22

7:30-9 p.m. -- Opening night of New York World's Fair, special program.

Thursday, April 23

9:30-10 p.m. -- "Hazel."

10-11 p.m. -- "Kraft Suspense Theatre."

Friday, April 24

8:30-9:30 p.m. -- "Bob Hope Presents the Chrysler Theatre."

10-11 p.m. -- "The Jack Paar Program."

Saturday, April 25

9:30-10 a.m. -- "The Ruff 'n' Reddy Show."

10-10:30 a.m. -- "The Hector Heathcote Show."

12:30-1 p.m. -- "The Bullwinkle Show."

8:30-9 p.m. -- "The Joey Bishop Show."

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4 - NBC-TV April Color Schedule

Sunday, April 26

5:30-6 p.m. -- "G-E College Bowl."

6-6:30 p.m. -- "Meet the Press."

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."

9-10 p.m. -- "Bonanza."

10-11 p.m. -- "Shakespeare: Soul of an Age," repeat of special program.

Monday, April 27

10-11 p.m. -- "Sing Along with Mitch."

Tuesday, April 28

8:30-9 p.m. -- "You Don't Say!"

10-11 p.m. -- David Brinkley special on boxing.

Wednesday, April 29

7:30-9 p.m. -- "The Virginian."

Thursday, April 30

9:30-10 p.m. -- "Hazel."

10-11 p.m. -- "Kraft Suspense Theatre."

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NBC-New York, 3/5/64







JACK TRACY  
ROOM 320

2-X-H

# NBC NEWS ELECTION YEAR '64

March 6, 1964

BENRUS BUYS SPONSORSHIP IN SERIES OF 36 NBC NEWS  
TV SPECIALS ON PRIMARIES, CONVENTIONS, ELECTIONS

The Benrus Watch Co. has purchased sponsorship in a series of 36 NBC News television specials examining the approaching primaries, conventions and elections, it was announced today by Sam K. Maxwell Jr., Director, Special Program Sales, NBC Television Network.

As previously announced, the series will span eight months -- March 8 through Nov. 4 -- with comprehensive coverage of pre-primary and primary events from eight states, the Republican and Democratic conventions this Summer and the campaigns until Election Day (Tuesday, Nov. 3).

The first program will be a half-hour preview of the Presidential primary in New Hampshire Sunday, March 8 on the NBC-TV Network (7 p.m. EST). The series will conclude with a special program Nov. 4 recapping and analyzing the previous day's election.

The Benrus order was placed through West, Weir & Bartel.

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# NBC NEWS ELECTION YEAR '64

## HOW NBC-TV WILL COVER NEW HAMPSHIRE PRIMARY

NBC News will cover the New Hampshire Presidential primary with the following special programs on the NBC-TV Network:

Sunday, March 8 -- 7 to 7:30 p.m. EST. "The Campaign and the Candidates," a preview of the New Hampshire election.

Monday, March 9 -- "Today" program: Interview with New Hampshire Governor John W. King, in 7:30-8 a.m. EST segment; three-way discussion by Chet Huntley in New York, David Brinkley in Washington and Frank McGee in Manchester, N.H., in 8-8:30 a.m. EST segment.

Monday, March 9 -- 10 to 10:25 a.m. EST. "New Hampshire: The Woman's View," a primer on the election of particular interest to women.

Tuesday, March 10 -- "Today" program: Interview with Republican National Committeeman William W. Treat of Hampton, N. H., and Democratic National Committeeman Hugh H. Bownes of Laconia, N.H., in the 8:30-9 a.m. EST segment.

Tuesday, March 10 -- 8:30 to 9 p.m. EST and 11:15 to 11:30 p.m. EST. Coverage of the New Hampshire primary results. (In addition, there will be bulletins on election returns throughout the day.)

Wednesday, March 11 -- "Today" program: Interview with New Hampshire Senators Norris Cotton (Republican) and Thomas J. McIntyre (Democrat) about the election results in the 7:30-8 a.m. EST segment.





# NBC NEWS ELECTION YEAR '64

March 6, 1964

NBC NEWS SCHEDULES EXTENSIVE RADIO COVERAGE OF NEW HAMPSHIRE  
PRIMARY WITH THREE SPECIAL PROGRAMS MARCH 10  
AND MANY BROADCASTS DURING WEEKEND

NBC News' radio coverage of the New Hampshire Presidential primaries will include three special programs Tuesday, March 10 and many pre-primary broadcasts throughout this weekend, it was announced today by Robert Northshield, General Manager of NBC News.

The three NBC Radio programs on election night will be broadcast 8:35 to 8:45 p.m. EST; 9:35 to 9:45 p.m. EST; and 11:35 to midnight EST. Coverage thereafter will be by periodic reports until 2 a.m. EST. In addition, bulletins will be broadcast throughout the evening.

On primary eve, Monday, March 9, "Primer on the Primaries: No. 1," the first in a series of live, on-the-scene reports of campaign activity to precede all primaries, will be broadcast on the NBC Radio Network (except WNBC) from 9:05 to 9:30 p.m. EST. WNBC will present the program from 10:05 to 10:30 p.m. EST.

At least 15 up-to-the-minute reports on pre-primary activity will be broadcast throughout the weekend live from the New Hampshire capital on "Monitor 64," the NBC Radio weekend service. And on

(more)





NATIONAL CONFERENCE OF CHRISTIANS AND JEWS GIVES BROTHERHOOD AWARD  
TO NBC FOR BEST DOCUMENTARY--"AMERICAN REVOLUTION OF '63,"  
NBC NEWS' 3-HOUR TV STUDY OF CIVIL RIGHTS ISSUE

FOR RELEASE MONDAY, MARCH 9

The National Conference of Christians and Jews today named the National Broadcasting Company winner of an annual Mass Media Brotherhood Award for "The American Revolution of '63," an unprecedented three-hour study of the civil rights issue.

Citing the NBC News program as the Best Network Documentary on television, the Conference praised it as "a comprehensive survey without commercial interruption devoted to the history and present plight of the Negro in his fight for freedom and equality."

"The American Revolution of '63," the first three-hour planned news special on network television, was telecast Sept. 2, 1963. Frank McGee was anchorman for the NBC News program, which was co-produced by Robert Northshield and Chet Hagan.

NBC Radio was cited for the Best Network Dramatic Program, for "its 'Eternal Light' series program, 'The American Ballad,' a warm and human account of the life and service of a humble and beloved rabbi, Henry Cohen of Galveston, Texas, to his country and the ideals of freedom for which it stands."

The NBC Radio Network also received a Certificate of Recognition for "The Catholic Hour's" four-part series, "The Church and the Council: A Non-Catholic Viewpoint."

(more)



2 - Brotherhood Award

NBC-TV and Radio Networks and two affiliated stations received a total of three brotherhood awards and two Certificates of Recognition for "outstanding contributions by broadcast programming in support of the aims and objectives" of the National Conference of Christians and Jews.

WBAL-TV, the NBC affiliate in Baltimore, Md., won an award for the Best Local Station Panel Show, for its study of the discussion of the "Gwynn Oak Amusement Park Integration Problem."

WCKT-TV, Miami, Fla., received a Certificate of Recognition for its documentary, "The American Way," and for its two-part program, "Integration -- Florida's Conflict Ahead."

The awards will be presented at special ceremonies in New York later this month.

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NBC-New York, 3/6/64







# NBC NEWS ELECTION YEAR '64

March 6, 1964

TWO RCA COMPUTERS WILL BEGIN 'TALKING' TO EACH OTHER AFTERNOON  
OF MARCH 10 WHEN FIRST NEW HAMPSHIRE PRIMARY  
RETURNS COME INTO NBC STUDIOS

Two RCA computers, linked together, will begin "talking" to each other Tuesday afternoon, March 10, when the first Republican Presidential preferential election reports begin coming in to the National Broadcasting Company studios.

NBC News reporters, stationed at each of the 302 counting places in the state, will keep information flowing constantly into the Manchester studios, where the vote count will be transcribed and electronically transmitted nearly 800 miles to RCA 301 computers in New York City and Camden, N.J.

The two computers, connected to automatic typewriters via standard communications lines, immediately will validate and feed the vote count directly into the New York NBC studios for home TV and radio sets.

In addition, the computers will print projections -- not in code, but in English -- directly to teletypes in the New York and Manchester studios for newscasters and reporters covering the election returns.

(more)



The electronic computing system, continually "searching" banks of information stored before the election, will delve into such differences as urban-rural, liberal-conservative, white collar-blue collar and other stratas of the voting public.

On Tuesday night, (NBC News specials 8:30-9 and 11:15-11:30 p.m. EST), a staff of political analysts and statisticians will augment these projections, periodically interpreting the computer-generated demographic voting pattern for newsworthy feature stories and background material.

"These comprehensive techniques, developed by RCA and their consultants, will enable NBC to bring to the public hard news and statistical analyses faster than ever before," said William R. McAndrew, Executive Vice President in charge of NBC News.

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NBC-New York, 3/6/64



## NBC TRADE NEWS

FELLMAN CO. IS AWARDED ALL MERCHANDISING AND LICENSING RIGHTS  
FOR CAMPAIGN TO UTILIZE PRODUCT IDENTIFICATION  
WITH NBC'S "LIVING COLOR" PEACOCK

FOR RELEASE MONDAY, MARCH 9

The Fellman Company, New York specialist in sales promotion, has been awarded all merchandising and licensing rights for a campaign to utilize product identification with NBC's "living color" peacock.

The unprecedented agreement with NBC Enterprises was announced today by George A. Graham Jr., Vice President in charge of the Enterprises Division of NBC, and Leonard Fellman, President of the Fellman Company, who hailed it as having far-reaching effects in the merchandising field.

"Our intention is to make NBC's 'peacock' as symbolic of quality merchandise as it is of quality color television," Fellman said. "The peacock tie-in would serve many manufacturers as an inspiration for quality design and color promotion."

Fellman also said the agreement provided "one of the most imaginative ideas in licensing today."

The Fellman Company's campaign will concentrate primarily in the areas of fabrics, cosmetics, costume jewelry and accessories, as well as interior design and home decorating. A number of the country's top manufacturers of items in these categories have already expressed keen interest in preliminary discussions of "peacock" campaigns.

The peacock promotion will be utilized for in-store promotion by leading department stores throughout the country, Fellman said.

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## NBC TRADE NEWS

March 6, 1964

TAIWAN BECOMES THE 70TH COUNTRY TO PURCHASE TV PROGRAMMING FROM NBC INTERNATIONAL
--

With the sale of "The Tab Hunter Show" last week, Taiwan became the 70th country to purchase television programming from NBC International, Joseph M. Klein, President, announced.

Also, with the recent addition of "Car 54, Where Are You?" and the cartoon series, "Astro Boy," NBCI now has a total of 74 series on its roster of programs for international sale and distribution. In addition, NBCI distributes a substantial number of News and Public Affairs programs abroad, which include the NBC News "White Paper" series and NBC News specials as well as NBC Special Projects and "Project 20."

Other sales by NBC International last week were "Dr. Kildare" and additional series of "Bonanza" in Spain; "The Dick Powell Show" in Sierra Leone, and "The Richard Boone Show" to Tyne-Tees, regional program contractor in the United Kingdom.

At present, "Bonanza" is the most popular international television series, having been sold to 56 countries. Next is "Dr. Kildare," which has been sold in 39 countries. "The Loretta Young Show" is seen in 37 countries, many on a repeat basis, and "The Dick Powell Show" in 33.

Other popular NBCI programs abroad include "87th Precinct" (27), "Laramie" (27), "National Velvet" (29), "Victory at Sea" (29) and "The Tab Hunter Show" (25).

(more)



Among the special programs, the widely-acclaimed NBC News program, "The Kremlin," has been seen in 21 countries, as has "Project 20's" award-winning "The Real West." "The World of Sophia Loren" (20), "The World of Jacqueline Kennedy" (17) and "The World of Maurice Chevalier" (16) were tops in popular series, produced for NBC by NBC Special Projects.

Three more NBC News specials, "The River Nile" (16), "The Tunnel" (15) and "Vincent Van Gogh: A Self-Portrait" (17) have aroused general interest abroad, particularly in Europe.

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NBC-New York, 3/6/64





# NBC TELEVISION NETWORK NEWS

March 6, 1964

## 16 WRITERS FOR NBC TELEVISION PROGRAMS ARE FINALISTS FOR ANNUAL WRITERS GUILD SCRIPT AWARDS

Sixteen writers of NBC Television programs have been named finalists for the 1962-63 Annual Writers Guild Script Awards. The winners will be announced and awards will be presented Monday, March 9 in ceremonies at New York and Hollywood.

In the category "Best Documentary, any length," NBC News has three finalists: Lou Hazam for his "The River Nile," Frank DeFelitta and Robert Northshield for "The Chosen Child," and Al Wasserman and Wallace Westfeldt for the NBC White Paper "British Socialized Medicine."

The network placed two finalists in the category "Best Dramatic Anthology Script, any length": Harry Mark Petrakis and Bruce Geller for "The Judge," and Richard Alan Simmons for "The Last of the Big Spenders," both on "The Dick Powell Show."

A finalist for the best adaptation from material not originally written for television is Robert Hartung for the "Hallmark Hall of Fame" presentation of "The Teahouse of the August Moon."

Six comedy writers for Bob Hope -- Mort Lachman, Bill Larkin, John Rapp, Lester White, Charles Lee and Norman Sullivan -- are finalists for the Bob Hope special of Oct. 24, 1962, in the category "Best Comedy-Variety Script, any length."

In the classification, "Best Dramatic Episodic Script, any length," the NBC-TV finalist is Kenneth Trevey for "Between Friday and Monday" on "Empire."

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EXPLORING, NEW GAME BASED ON NBC-TV CHILDREN'S PROGRAM,  
IS DEVELOPED BY ROBERT GREENWELL OF NBC

Exploring, a new game based on the NBC-TV children's program of the same name, has been developed by Robert Greenwell, Art Director, NBC-TV Sales Planning.

The game, produced by Parker Bros. Inc., features categories of knowledge such as musical instruments, nature, explorers and pre-historic animals. It is similar to the television show in that each explores the categories in such manner that whether a child plays the game or views the program, he retains much of the information presented. The game is one of movement, and has a sectional board which, by its structure, offers hundreds of variations of the format.

Exploring was introduced at the annual American Toy Fair in New York March 1. It will be available in stores soon.

-----O-----

NBC-New York, 3/6/64



CAST AND CREDITS FOR 'LITTLE MOON OF ALBAN'

IN COLOR ON 'HALLMARK HALL OF FAME'

Program: "Little Moon of Alban"  
Series: The "Hallmark Hall of Fame"  
Time: NBC-TV color program Wednesday, March 18  
(7:30-9 p.m. EST)  
Producer-Director: George Schaefer  
Playwright: James Costigan  
Stars: Julie Harris and Dirk Bogarde  
Featured Players: Alan Webb, Ruth White, Stephen Brooks and  
Liam Redmond  
Scenery: Warren Clymer  
Costumes: Noel Taylor  
Associate Producer: Robert Hartung  
Makeup: Robert O'Bradovich

\* \* \*

Sponsor: Hallmark Cards Inc.  
Agency: Foote, Cone and Belding  
Produced by Compass Productions Inc.  
NBC Press Representative: Betty Lanigan, New York

\* \* \*

THE CAST

Brigid Mary.....Julie Harris  
Kenneth Boyd.....Dirk Bogarde  
Dr. Clive.....Alan Webb  
Father Curran.....Liam Redmond  
Dennis Walsh.....Stephen Brooks  
Shelagh Mangan.....Ruth White  
Sister Servant.....Katherine Hynes  
Patch Keegan.....Dermot McNamara

(more)



• 1991-1992

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1951

Sister Martha Kevin.....Rae Allen  
Sister Barbara.....Mildred Trares  
Sister Theresa.....Nancy Reardon  
English Soldiers: First patient.....Jamie Ross  
                                    Second patient....Joseph Maher  
                                    Third patient.....Charles C. Welch  
                                    Fourth patient....Dan Travanty  
Boy Singer.....Liam Clancy  
English Officer.....Norman Barrs

\* \* \*  
THE STORY

Setting: Dublin, 1921, just before the cessation of hostilities in the Irish Rebellion (1916-1921). Brigid Mary Mangan, a young girl who has lost her father and brother in the conflict with England, is engaged to Dennis Walsh, a university student. She is unaware that he also is involved in the uprising. When Dennis is wounded by the English and dies in her arms, in her church, Brigid Mary renounces God and smashes out the votive lights with her hands. Father Curran takes the girl to the Daughters of Charity for medical care and, upon her recovery, she decides to join the order, despite the opposition of her mother, who believes her motivation to be grief, rather than love of God. Assigned by the order to nurse the English wounded, Brigid Mary meets critically wounded Kenneth Boyd, an agnostic English officer. Determined that the lieutenant not only will get well, but will find peace of mind in a belief in God, Brigid Mary, for the first time, is motivated to do God's work out of love, rather than fear and grief. Boyd falls deeply in love with the girl, who still has the option of leaving the order, since she has taken no final vows. Through his love, she discovers her true vocation and makes her decision based on this discovery.





FROM THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York, N. Y. 10020

March 9, 1964

2-X-H

JACK PAAR WILL BE BACK IN HIS CUSTOMARY 10-11 P.M.

FRIDAY NIGHT TIME PERIOD NEXT FALL ON NBC-TV

Jack Paar will be back in his customary 10-11 p.m. Friday night time period next Fall on the NBC Television Network.

The announcement was made jointly today by Paar and Mort Werner, Vice President, Programs, NBC Television Network.

"NBC has taken very good care of all the things that were bothering me," commented Paar. "Most important was putting my good friend, Jack Benny, in the time period just ahead of mine for next Fall. This gives me the strong lead-in I've always wanted.

"Right now I'm sorry I ever learned to spell the word 'irrevocable.'"

Werner expressed NBC's gratification over Paar's decision to continue his career on NBC, where he first achieved national fame as host on the "Tonight Show."

"Friday night on NBC next Fall will be one of television's greatest viewing nights," said Werner. The combination of "International Showtime," Bob Hope, Jack Benny and Jack Paar is one of the strongest NBC has ever had. Jack Paar has told us of some of his plans for the Fall and they are most intriguing."

On Friday, March 13, U. S. Attorney General Robert F. Kennedy will be a guest on the Paar program to discuss the human and humorous side of his brother, the late President Kennedy. This is the latest example of Paar's consistent policy to blaze new TV trails by ranging his camera throughout the world to bring noteworthy guests to the American television audience.

(more)





Paar traveled to Lambarene, Gabon, in West Africa to film an interview with Dr. Albert Schweitzer, and also showed the 89-year-old humanitarian making his rounds at his jungle mission. The Beatles, Britain's hit rock 'n' roll group, made their first appearance on major U. S. network TV Jan. 3 -- on the Paar program. Paar's film of the South Pacific included sequences taken on Pitcairn Island showing how the descendants of the Bounty mutineers live today.

Other prominent guests this season have been Senator Barry Goldwater, heavyweight boxing champion Cassius Clay, Bishop Fulton J. Sheen, Dr. Billy Graham and Lord Louis Mountbatten.

Negro comedians Dick Gregory, Nipsey Russell and Bill Cosby made their first TV appearances with Paar. Paar scored another first when he presented comedian Godfrey Cambridge as he performed his civil rights routine before an all-Negro audience at Morgan State College in Baltimore.

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NBC-New York, 3/9/64



## NBC TRADE NEWS

March 9, 1964

RECORD SALES TOTALING \$8,200,000 FOR FIRST HALF OF 1964  
ARE REPORTED FOR 'TONIGHT SHOW STARRING JOHNNY CARSON'

Record sales totaling \$8,200,000 on NBC-TV's "Tonight Show Starring Johnny Carson" have been reported for the first half of 1964, it was announced today by Mike Weinblatt, Director, Participating Program Sales, NBC Television Network.

In reporting that "Tonight" is completely sold, Mr. Weinblatt said, "We are assured of a record year in 'Tonight' with sales of \$16,000,000 -- \$1,000,000 over the previous peak sales year for the show.

"The Tonight Show" currently draws almost 3,500,000 homes per minute," he said.

Year-'round advertisers include: Block Drug Co. (through four agencies: Lawrence C. Gumbinner Advertising; Sullivan, Stauffer, Colwell & Bayles; Cunningham & Walsh, and Grey Advertising); Sunbeam Corporation (Foote, Cone & Belding, and Perrin & Associates); Hotpoint Division of General Electric Co. (Compton Advertising Inc.); Anheuser-Busch Inc. (D'Arcy Advertising Company); Liggett & Myers Tobacco Co. Inc. (J. Walter Thompson Co.); and Warner-Lambert Pharmaceutical Co. (Batten, Barton, Durstine & Osborn).

The "Tonight" show is telecast in color Mondays through Fridays, 11:15 p.m. to 1 a.m. NYT.

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22% GAIN IN NEW AND RENEWAL ADVERTISING ANNOUNCED FOR FIRST  
NINE WEEKS OF 1964 ON NBC RADIO NETWORK

"New business and renewal sales orders in the first nine weeks of 1964 amount to \$3,685,000, as compared to \$3,010,000 for the same period in 1963 -- an increase of 22%," William K. McDaniel, Executive Vice President in Charge of the NBC Radio Network, announced today.

"It is to be remembered," continued Mr. McDaniel, "that the first quarter of 1963 was the highest first quarter since 1951. However, new business and renewal orders received for the first quarter of '64 total 32 as compared to 20 for '63 -- evidence of the continuous upswing in the sale of network radio."

"Of great interest and pleasure to the NBC Radio Network are the 60 announcements per weekend, for the weekends of March 7-8 and March 14-15, purchased by the P. Lorillard Company for Kent cigarettes through Lennen & Newell.

"The return of the P. Lorillard Company to an advertising schedule on the NBC Radio Network marks the first of the major cigarette companies to resume advertising on NBC Radio since discontinuing on Oct. 1, 1963."

The clients (and their respective agencies) are:

The Bank of America through Johnson & Lewis; Tyrex through McCann-Erickson; Westclox through Hicks & Greist; Chrysler Air Temp Division through Cunningham & Walsh; Rexall through Batten, Barton, Durstine & Osborn; Ford Quality Car Care through J. Walter Thompson; Alemite Company through Stewart-Warner; Kellogg through Leo Burnett Co.;

(more)





American Plywood Association through Cole & Weber; Mercury through Kenyon-Eckhardt; Foster-Milburn through Street & Finney.

Also, Singer through J. Walter Thompson; Whitman Candies through Gardner Agency; American Sheep Producers Council through Young & Rubicam; Holiday Inns of America through John Cleghorn Agency; American Telephone & Telegraph through N. W. Ayer & Son; Field Enterprises through Post, Keyes & Gardner; Florists Telegraph Delivery Association through Campbell-Ewald; General Cigar through Young & Rubicam; Dymo Industries through Fuller Smith & Ross; Schick Safety Razor through Compton Advertising Agency.

And, Wagner Electric through Arthur R. Mogge; Chanel #5 through Norman Craig & Kummel; Jaymar-Ruby through Harris-Breitner; Foster-Grant through Tyndall Advertising Agency; Grove Labs through Doherty, Clifford, Steers & Shenfield; Jenes & Laughlin through T. N. Palmer; Aetna Casualty & Surety through Remington Advertising Agency; Absorbine Jr. through J. Walter Thompson; Mennen through Warwick & Legler; Billy Graham through Walter F. Bennett; Kent Cigarettes through Lennen & Newell.

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NBC-New York, 3/9/64



March 9, 1964

'A CONVERSATION WITH THE PRESIDENT: THE FIRST 100 DAYS'

- - -

NBC-TV and Radio Networks to Broadcast Full-Hour Program

The NBC Television and Radio Networks will broadcast "A Conversation with the President: The First 100 Days" Sunday, March 15 (6 to 7 p.m. EST).

This will be an informal news conference, with President Johnson interviewed by members of the news departments of the three major networks. David Brinkley will represent NBC News.

The conference will be taped in the White House March 14, for broadcast March 15. The tape will be edited by a group of editors representing the three networks. Chet Hagan will be NBC News' representative in the group.

"A Conversation with the President: The First 100 Days" will be the second program of its type in the history of broadcasting. The first, with the late President Kennedy answering questions from his rocking chair, was broadcast Dec. 17, 1962.

"Meet the Press" will be pre-empted on this date.

PROGRAM HIGHLIGHT MARCH 15

"A Conversation with the President: The First 100 Days."

An informal news conference with President Johnson in the White House.

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NBC TELEVISION NETWORK NEWS<sup>2-X-H</sup>

March 10, 1964

'THAT WAS THE WEEK THAT WAS' WILL RETURN AS NBC-TV WEEKLY  
FEATURE IN 1964-65, TAKING 9:30 P.M. (NYT)  
TIME PERIOD ON TUESDAY NIGHTS

"That Was The Week That Was," television's most talked-about new program, will return as a weekly feature on the NBC Television Network during the 1964-65 season, it was announced today by Mort Werner, Vice President, Programs.

"TW3" will keep its 9:30 p.m. (NYT) time period and move to a new night, Tuesdays, during the upcoming season. Premiere date is Tuesday, Sept. 22, following a Summer hiatus during which it will be replaced by a series to be announced. The last Friday program will be telecast July 10.

"The cast and production staff of 'TW3'," said executive producer Leland Hayward, "are just delighted to have the chance to catch our breath during the Summer. Each week since Jan. 10, all of us have worked full time to put together a show that's original, fresh, topical and funny. Our 10-week vacation will allow us for the first time to step back, take a good look at what we've been doing, and make plans for an even better season in '64-'65."

"TW3" started on NBC with an on-the-air preview Nov. 10, 1963. This program inspired favorable editorial comment from many of the nation's leading newspapers, drew enormous praise from TV editors and critics, and resulted in NBC-TV receiving more than 10,000 letters and telegrams from viewers in commendation.

(more)



In announcing soon after that NBC planned to make "TW3" a weekly series starting this past January, Mr. Werner noted, "'That Was The Week That Was' had been originally scheduled for NBC-TV's 1964-65 season. However, the overwhelming acceptance by critics and viewers of the preview indicated a readiness and desire for presentation of the series as soon as possible."

The weekly series premiered Jan. 10, 1964 and "TW3" has continued to make news each Friday. TV columnists have noted that viewers are cancelling social engagements in order to watch the program; letters, telegrams and phone calls have poured in to NBC after each show; newspaper editorial pages, political cartoonists and news magazines have drawn from the subject matter of the series.

Marshall Jamison is producer of "That Was The Week That Was." The cast has been built around Elliott Reid, Nancy Ames, Henry Morgan, Burr Tillstrom, Bill Cosby, England's David Frost and many others.

"That Was The Week That Was" is produced by Leland Hayward Productions Inc., in association with the NBC Television Network.

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NBC-New York, 3/10/64





# NBC NEWS ELECTION YEAR '64

March 10, 1964

## HIGHLIGHTS AND SIDELIGHTS OF NBC NEWS' EARLY COVERAGE OF NEW HAMPSHIRE PRIMARY

NBC News began its extensive coverage of the New Hampshire primary elections today (Tuesday, March 10) with a bulletin at 12:07 a.m. EST reporting the first election returns. Additional bulletins and the Flashcaster (moving type across the bottom of the television screen) carried other early returns throughout the morning.

Special television programming on the primaries was extended from 11:15 p.m. to midnight EST tonight, instead of 11:15 to 11:30 p.m. as originally announced.

The bulletin at 12:07 a.m., which interrupted the "Tonight" show, reported the completion of balloting in Dixville. Henry Cabot Lodge received three votes, Richard M. Nixon three, Governor Nelson A. Rockefeller two and Senator Barry Goldwater one.

Early returns were reported on the NBC Radio Network this morning in "NBC News-on-the-Hour" broadcasts.

\* \* \*

### 'TODAY' SHOWS FILMS OF FIRST VOTERS--AND RESULTS

Films of New Hampshire's first voters going to the polls in Dixville just after midnight, and announcement of the results by the hamlet's mayor, were telecast on NBC-TV's "Today" program this morning (March 10) at 7 a.m. EST.

(more)





The program's opening news segment also included a direct report from NBC News correspondent Martin Agronsky in Manchester, who reported that the bad weather was expected to cut down the vote. Scenes of snowfall outside NBC News Election Headquarters in Manchester were also seen.

Films of the Dixville voting were repeated during "Today's" 8 a.m. EST news, which included a report by Agronsky from a Manchester polling place, where he showed and explained the different ballots.

Also on "Today" (during the 8:30-9 a.m. segment of the 7 to 9 a.m. EST program), Agronsky interviewed Republican National Committeeman William W. Treat and Democratic National Committeeman Hugh H. Bownes. Treat said the weather would not affect the vote because the people were used to snow. He also said he thought the Republican winner would be someone whose name was on the ballot, and the contest would "probably be between Rockefeller and Goldwater."

Bownes said he foresaw a heavy write-in vote for Robert F. Kennedy, but not necessarily larger than the write-in for President Johnson. The danger of the write-in vote for Robert Kennedy, said Treat, was not in its size but "in its interpretation by newsmen."

\* \* \*

#### VOTING IN A PLAYROOM

New Hampshire primary returns from Dixville were reported to NBC News over the community's only telephone, in a spacious residence maintained by a wealthy Massachusetts industrialist. Dixville's polling place was in the basement playroom of this mansion. The nine persons who voted there shortly after midnight live in or near the Balsam Hotel,

(more)



an old Victorian structure. One voter said the playroom was "as big as Yankee Stadium."

\* \* \*

#### ROCKEFELLER VISITS NBC NEWS ELECTION HQ

One of many persons peering through the windows of NBC News' Election Headquarters in Manchester was Governor Rockefeller, who stopped to look on his way to the election coverage center about 3 p.m. Monday afternoon (March 9). NBC News correspondent Frank McGee noticed the governor, ushered him inside and took him on a tour. The governor's visit was recorded on tape for use on NBC News programs.

\* \* \*

#### FOR ALL TO HEAR

So that Manchester residents gathered in front of NBC News' Election Headquarters could hear the programming originating there, Jerome Jacobs, associate producer of the NBC-TV coverage, had a loud-speaker installed outside the building.

\* \* \*

#### RIGHT SITE

The location of NBC News' Election Headquarters in Manchester showed unusual foresight on the part of those who selected it. A heavy snowstorm hit Manchester March 10. Next door to the NBC News center is a store which specializes in the sale of galoshes.

\* \* \*

(more)





A FRIEND INDEED

Although there is no telephone in Ellsworth, the seven votes cast there were reported to NBC News within minutes after the polls closed shortly after 10 a.m. today (March 10). It happened this way:

Les Whitehead, a technical director assigned to the NBC tape truck, contacted a boyhood friend, Les Cushman, now living in New Hampshire. He knew Cushman was active in ham radio operations. Cushman spoke to a ham operator friend, Frank Roberts, who volunteered to go to Ellsworth and get the vote count. Using a citizens band, Roberts radioed the results to his wife in Manchester, who then phoned NBC News.

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NBC-New York, 3/10/64



# NBC TELEVISION NETWORK NEWS

Attention, Sports Editors

March 10, 1964

## NBC-TV IS RATED TOP NETWORK FOR SPORTS

Nielsen TV Index Shows NBC Telecast Sports Programs Ranked  
First, Second and Third in 1963-64 Season

The nation's sports fans prefer NBC-TV sportscasts.

A check of top TV sports events during the 1963-64 season, based on audience estimates from the Nielsen Television Index, shows that NBC televised the sports programs rated first, second and third -- and had five of the top 10 sportscasts. All five events are on NBC-TV's outstanding sports lineup for the coming year.

Ranked one and two, respectively, were the Sunday, Oct. 6 and Saturday, Oct. 5 games of the World Series between the Los Angeles Dodgers and New York Yankees. Very close in third place was the 1964 Rose Bowl Game between Illinois and Washington on New Year's Day.

Nielsen estimates that the Sunday game, in which the Dodgers completed an amazing four-game Series sweep, was seen by 57,230,000 viewers. The audience estimate for the Saturday game was 53,550,000, and for the Rose Bowl gridcast 51,390,000.

(more)



In addition to leading the 1963-64 sports list, the Sunday World Series telecast attracted the largest audience ever to view any sports event and tied for first place on the all-time list of top television programs with the 1960 Election Returns. The Saturday Series game ranks seventh on the all-time list of shows, and the 1963 Rose Bowl Game is eighth. The 1963 Rose Bowl telecast had been number one on the all-time sports list until topped by the two Series games of October, 1963.

The other NBC-TV sportscasts among the top 10 for 1963-64 were the Pro Bowl Game on Jan. 12, in seventh place, and the Thursday game of the World Series, which was 10th.

Another NBC-TV sportscast, the National Football League Championship Game, ranked in the top five sports programs of the season, as it did in 1962-63, but Nielsen ratings taken on that date are not available for general release. Still another NBC-TV post-season grid contest, the East-West Shrine Game, also was among the top 10 sports events, but was played during the same Nielsen "black rating" week.

In addition to the World Series, Rose Bowl and Pro Bowl games, NBC-TV sports attractions during the 1964-65 season will include NCAA Football games during the Fall, two other New Year's Day post-season contests, the Sugar and Orange Bowl games -- the latter in the evening -- and the Summer Olympic Games in Tokyo in October.

(more)





The top 10 TV sports programs during the 1963-64 season, according to the Nielsen Television Index:

<u>Event</u>	<u>Network</u>	<u>Est. Total Viewers</u>
1. Sunday World Series Game - 10/6/63	NBC	57,230,000
2. Saturday World Series Game - 10/5/63	NBC	53,550,000
3. Rose Bowl Game - 1/1/64	NBC	51,390,000
4. Cotton Bowl Game - 1/1/64	CBS	48,700,000
5. Thanksgiving NFL-Green Bay vs. Detroit - 11/28/63	CBS	43,000,000
6. NFL Runner-up Bowl Game - 1/5/64	CBS	41,060,000
7. NFL Pro Bowl Game - 1/12/64	NBC	38,240,000
8. NFL - Green Bay vs. San Francisco - 12/14/63	CBS	37,170,000
9. Thanksgiving NCAA - Texas vs. Texas A.&M. - 11/28/63	CBS	36,310,000
10. Thursday World Series Game - 10/3/63	NBC	35,550,000

(NOTE: The figures are for home audiences only and do not measure audiences in public places.)

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NBC-New York, 3/10/64



## NBC TRADE NEWS

March 10, 1964

### NBC INTERNATIONAL IN NEW YORK WILL BE HOST TO ITS FOREIGN REPRESENTATIVES FOR THIRD ANNUAL SALES MEETINGS

NBC International in New York will be host to its foreign sales representatives from NBCI offices around the world March 16-18 for its third annual sales meeting, Joseph M. Klein, President, announced

"On the heels of new highs established in international television activities over the past two years, NBCI looks to the future with a new and secure optimism," George A. Graham Jr., Chairman of the Board of NBCI, said as plans for the meeting were announced.

Eight officials and sales representatives of NBCI in Europe, South America, Australia, Mexico, Canada and the Far East will attend the New York meeting. The group will leave for Los Angeles Wednesday evening, and will spend the rest of the week with West Coast production executives and meeting top performers in series represented overseas by NBCI.

Last year was the most successful year in the history of NBC Enterprises, of which NBCI is a major part. The NBC division reported profits were higher than ever before last year.

NBCI, which serves more than 200 stations in 70 foreign countries, is the largest and most successful foreign operation of its kind in existence, with three main areas of operation -- network film series, news and public affairs programming and management services. A prime example is the United Kingdom, where NBCI supplied more than 25 per cent of all foreign film used on TV in the past year. NBCI was also the largest single supplier of TV films in all other markets.

(more)





Highlights of next week's three-day sales meeting will include a rundown on NBC-TV's 1964-65 programming by Mort Werner, Vice President, Programs; on NBC News and Public Affairs by Julian Goodman, Vice President, NBC News, and Robert Northshield, General Manager, NBC News; Producers James Nelson and Irving Gitlin, and others.

Special discussions and topics will also be covered in business sessions with Mr. Graham, Mr. Klein and Harold E. Anderson, Manager of Special Projects, NBCI. Planning the three-day program was supervised by Marvin Goodman, administrator, sales planning.

Attending the meetings will be James T. Inch, Vice President and General Manager of NBC (Canada) Ltd.; Gerald Adler, Managing Director of European Operations, NBC International (Great Britain) Ltd.; Lane Blackwell and Will Roland, sales representatives in the London office; G. William Kreitner, Director of Far East operations of NBC International (Australia) Pty Ltd.; Alastair MacKenzie, NBC Internacional de Mexico S.A.; Ralph Norman, NBCI sales representative in Rio de Janeiro, and Akira Shimizu, NBCI sales representative, Tokyo.

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NBC-New Yor, 3/10/64



# NBC TELEVISION NETWORK NEWS

March 10, 1964

## NBC'S ROBERT NORTSHIELD, FRANK DeFELITTA, RICHARD A. SIMMONS WIN AWARDS OF WRITERS GUILD OF AMERICA

The Writers Guild of America presented awards to three NBC-TV writers -- Robert Northshield, Frank DeFelitta and Richard Alan Simmons -- in ceremonies March 9.

The organization's 1962-63 Annual Writers Guild Script Award for "Best Documentary, any length" went to Northshield and DeFelitta for "The Chosen Child," an NBC News program dealing with child adoption, telecast Nov. 25, 1962. Northshield is General Manager, NBC News. DeFelitta is an NBC News producer.

In the category "Best Dramatic Anthology Script, any length," the award went to Simmons for his "Dick Powell Theatre" titled "The Last of the Big Spenders," telecast April 16, 1963. The program concerned a dying father with but a few weeks to get to know a son he had not seen in 20 years.

The ceremonies were held in New York and Hollywood.

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March 11, 1964

NBC WINS FOUR FREEDOMS FOUNDATION AWARDS

The National Broadcasting Company was announced as winner of four 1963 awards by the Freedoms Foundation at Valley Forge today by Dr. Kenneth D. Wells, President of the Foundation.

Dr. Wells cited NBC's "The Eternal Light" series as winner for programs in both the television and radio categories.

"Mr. Flanagan, The Chaplain and Mr. Lincoln," a study of injustice in the Union ranks during the Civil War, won the television award. This program was produced in cooperation with the Jewish Theological Seminary of America. Miss Betty Quadt, NBC Public Affairs, accepted the award.

"The Eternal Light" series on NBC Radio received an award for its program, "A Rhode Island Refuge," also produced in cooperation with the Jewish Theological Seminary. Mrs. Florence Reif Richman, Supervisor, Radio Religious Programs for NBC Public Affairs, accepted the award for this program, which dealt with religious tolerance.

NBC-TV also won an award for an episode in the "Sam Benedict" series titled "Read No Evil," produced by E. Jack Neuman and starring Edmond O'Brien. This program dealt with a high school teacher's efforts on behalf of freedom of speech and press. The award was accepted for NBC by Edwin Vane, Program Executive.

(more)





"Monitor," the NBC Radio Network's weekend radio service, received an award for "Our Flag," an interview with ex-Marine Corporal John McCann, a man of principles regarding his country's flag. Robert Wogan, Vice President, Programs, NBC Radio, accepted the award for this interview, which was produced and directed by Elliot Drake.

The 1963 Freedoms Foundation Awards were presented at the Advertising Club of New York.

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NBC-New York, 3/11/64



## NBC TRADE NEWS

March 11, 1964

### EIGHT SPONSORS SIGN FOR NEW NBC-TV DAYTIME DRAMA SERIES, 'ANOTHER WORLD'

Irna Phillips, one of the top writers in daytime dramatic television, will be author of a new series titled "Another World," which will have its premiere on NBC-TV Monday, May 4 (3-3:30 p.m. EDT).

It will be telecast Mondays through Fridays thereafter, it was announced by Robert F. Aaron, Director of Daytime Programs, NBC-TV Network.

Sponsorship in the series, which is virtually sold out, has been purchased by Procter & Gamble (through Young & Rubicam), Best Foods Division of Corn Products (Lennen & Newell), Johnson & Johnson (Young & Rubicam), International Latex Corp. (Young & Rubicam), The Borden Co. (Young & Rubicam), The Scholl Mfg. Co. Inc. (West, Weir & Bartel), National Biscuit Company (McCann-Erickson) and The Mennen Company (Grey Advertising Inc.).

Miss Phillips has been author of many of the top dramatic serials on both radio and television. She wrote the "Guiding Light," starting in 1947. Currently she is also writer of the series, "As the World Turns."

Allen Potter will produce the "Another World," a position he also holds on "As the World Turns." The new series is a presentation of  
(more)





Procter & Gamble Productions. Miss Phillips will be joined by writer Bill Bell in preparing the scripts.

"Another World" will follow the lives of the families of two brothers, William and James Matthews, in a suburban university town. The drama will start with the death of William, and will trace the effect of this sad event on his widow and two grown children, and on his brother James and his family.

Casting and other production details will be announced soon.

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NBC-New York, 3/11/64



## NBC TRADE NEWS

March 11, 1964

### 3 ADVERTISERS BUY SPONSORSHIP IN 'THE ROGUES,' NEW NBC-TV SERIES

Three advertisers -- American Tobacco Co., Miles Laboratories Inc. and National Biscuit Co. -- have purchased sponsorship in "The Rogues," new NBC-TV suspense drama series, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

As previously announced, Gig Young, David Niven and Charles Boyer will co-star in the series which will be telecast next season on Sundays from 10 to 11 p.m. NYT. The principal characters of "The Rogues" are members of two related families of courteous adventurers who live by their wits. The series will be produced by Four Star Television in association with NBC.

The American Tobacco Co. order was placed through Sullivan, Stauffer, Colwell & Bayles and Batten, Barton, Durstine & Osborn. Wade Advertising is the agency for Miles Laboratories, and McCann-Erickson for National Biscuit Co.

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## NBC TRADE NEWS

March 11, 1964

### NBC INTERNATIONAL SELLS MORE THAN 150 HOURS OF PROGRAMMING IN FOREIGN MARKETS DURING WEEK

More than 150 hours of programming were sold in foreign markets last week by NBC International, including 26 hours of "Temple Houston," Joseph M. Klein, President, announced today.

The "Temple Houston" sale was to the BBC in London. Also, the United Kingdom renewed "Bonanza" for an additional 34 episodes, making a total of 194 hours of this series to be televised there.

Station KVOX in Vancouver, B. C., last week bought 60 half-hour episodes of "Car 54, Where Are You?" -- the fourth sale for this program since it went into syndication by NBCI a little more than a month ago.

Four sales in Czechoslovakia by NBCI were reported, including three award-winning NBC specials -- "The Real West," "Shakespeare: Soul of an Age" and "Mark Twain's America." A renewal of "Danger Is My Business" was also placed by Czech TV, making a total of 15 episodes in this half-hour series.

Singapore TV ordered 13 half-hours of "The Jim Backus Show" and 13 "Bonanza" hours. "Dr. Kildare" was sold (13 episodes) in Finland, and 39 circus acts in the "Magic Midway" series were sold in West Germany.

Portugal was another country to place a renewal order for 10 more "Bonanza" episodes, making a total of 114 there.

(more)





Sweden TV ordered four more episodes of "The Richard Boone Show," and Thai TV in Bangkok placed an order for 26 episodes of "Dr. Kildare."

Additional sales of "Shakespeare: Soul of an Age," commemorating the 400th anniversary year of his birth, were placed in Switzerland, which also bought "He Is Risen," and in Austria. "He Is Risen" was also sold in Holland.

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NBC-New York, 3/11/64



March 11, 1964

DAVID SARNOFF FELLOWSHIP AWARDED TO ROBERT CRAM,

WRITER-EDITOR ON NBC NEWS STAFF, CHICAGO

- - -  
Will Do Graduate Work in Journalism at Boston University

Robert Graham Cram, a member of the staff of NBC News, Chicago, has been awarded a David Sarnoff Fellowship for graduate study in Journalism, it was announced today by Dr. Douglas H. Ewing, Chairman of the Radio Corporation of America Education Committee.

Cram, a writer-editor on WNBQ and WMAQ news programs for the past year, is one of 14 employees of various RCA divisions and subsidiary companies to receive a David Sarnoff Fellowship for graduate study in the 1964-'65 academic year. He is the only NBC employee to be awarded a Fellowship for the coming year.

Dr. Ewing, RCA Vice President and Technical Director, said the Fellowships, established in honor of the RCA Board Chairman, range in value as high as \$6,500 each. "The grants," he said, "include full tuition and fees, plus an allowance for books, a stipend of \$2,500 to \$4,000 depending on the Fellow's marital status, and \$1,000 as an unrestricted gift to the university."

"Although appointments are for one academic year, each Fellow is eligible for reappointment. Seven of the 14 recipients named this year are receiving extensions of previous awards."

Cram will study for a Master of Arts degree in journalism, specializing in contemporary history and the socio-economic structure of African nations, at Boston University. He received a Bachelor degree

(more)





as an English Major from Northwestern University in 1954, and has continued studies in Political Science.

Cram will be on leave of absence from the NBC News staff while studying at Boston University. A native of Park Ridge, Ill., he is a graduate of Maine Township High School in the suburb. He attended Westminster College, Fulton, Mo., for two years before entering Northwestern.

Cram was with City News Bureau in Chicago for a year and a half before joining NBC News. He spent four and one-half years with United Press International in the city as a reporter, rewrite man and desk editor.

He also spent a year in the public relations department at Northwestern as news manager, and previously was an associate editor with Methodist Publishing. In 1962, Cram worked briefly on the staff of the Chicago Daily News as a rewrite man. He is married, and lives in Chicago.

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NBC-New York, 3/11/64





# NBC NEWS ELECTION YEAR '64

March 11, 1964

HOW NBC NEWS REPORTED THE NEW HAMPSHIRE PRESIDENTIAL PRIMARY  
ON TELEVISION AND RADIO CONSISTENTLY AHEAD OF OTHER NETWORKS

NBC News consistently was ahead of the other major networks by 1,000 to 2,000 votes in reporting returns in the New Hampshire Presidential primary last night (Tuesday, March 10) on the NBC-TV and NBC Radio Networks.

The rapid tabulation of votes which gave NBC its wide margin of superiority throughout the evening was accomplished by the RCA 301 computer.

The effectiveness of this computer in forecasting Ambassador Lodge's victory was demonstrated at 7:25 p.m. on the "Huntley-Brinkley Report" with the report by Sander Vanocur that the RCA 301 had projected that Lodge would receive 25 to 35 per cent of the final vote. Chet Huntley confirmed Lodge's victory "in a stunning upset" at 7:55 p.m. in an NBC News bulletin. (NOTE: All time references are EST.)

An example of NBC News' lead over its competition in reporting returns is the comparison of reports between 7:25 and 7:40 p.m. At 7:25 p.m., NBC News reported that, with 11 per cent of the vote counted, Lodge had 3,786 votes, Goldwater 3,229, Rockefeller 2,950 and Nixon 1,664. Seven minutes later, CBS reported nine per cent of the vote counted and listed these totals: Lodge 2,719; Goldwater 2,257;

(more)



Rockefeller 2,341 and Nixon 1,664. ABC at 7:40 p.m. was behind the NBC News' 7:25 p.m. report with these figures: Lodge 3,214; Goldwater 2,715; Rockefeller 2,710.

Continuing and even increasing its lead, NBC News reported at 9:50 p.m. that, with 51 per cent of the vote counted, Lodge had 17,553 votes and Goldwater 13,434 votes. At the same time, CBS reported 45 per cent of the vote counted and gave Lodge 15,873 votes and Goldwater 11,934 votes.

NBC News was first to report on the convention delegates race. At 9:20 p.m., a Flashcaster bulletin reported that "Lodge has a lead for 11 of New Hampshire's Republican convention delegates -- Goldwater two."

NBC News also was first to report the write-in votes in the Democratic Presidential primary, as early as 9 p.m. giving President Johnson a total of 7,996 votes and, for Vice President, Robert F. Kennedy 6,361 votes.

The comprehensive NBC News coverage of the New Hampshire election included two major special programs on television last night, totaling one hour, 15 minutes -- more than the comparable programming of any other network. NBC News, which scheduled its first special from 8:30 to 9 p.m. -- one hour before the first CBS special -- was able to present positive results at that earlier time.

From 11:15 p.m. to midnight, NBC News presented its second special program, giving thorough coverage to all phases of the primary.

The election coverage, which began shortly after midnight Monday (March 9) with a report of the voting in Dixville, continued today on NBC-TV's "Today" program. In addition to the special programs

(more)





### 3. - New Hampshire

and bulletins, NBC News made extensive use of the Flashcaster (type moving across the bottom of the television screen) to report developments Tuesday throughout the day and evening.

Frank McGee in NBC News' Election Headquarters in Manchester, Chet Huntley in New York and David Brinkley in Washington were the key NBC News correspondents in the coverage.

The special program Tuesday night from 8:30 to 9 p.m. presented up-to-the-minute reports on the voting and reactions to the results from the campaign aides of the leading candidates. Senator Margaret Chase Smith was interviewed in her Washington office by Nancy Dickerson. Others interviewed were Steward Lamprey, Senator Goldwater's New Hampshire aide; Cliff White, director of field operations for Goldwater's campaign; Hugh Craig, a Rockefeller supporter; Goerge Lodge, Ambassador Lodge's son, and New Hampshire Governor John W. King.

The 11:15 p.m.-12 midnight special program included taped coverage of statements by Rockefeller and Goldwater and interviews with Senator Thomas McIntyre (D.-N.H.), Senator Smith and George Lodge. Huntley noted the importance of computers in election coverage and Brinkley gave an analysis of the significance of the New Hampshire results.

Chet Hagan was producer of the entire New Hampshire coverage on NBC-TV.

\* \* \*

#### THREE NEW HAMPSHIRE PRIMARY SPECIALS ON NBC RADIO

NBC News reported on the New Hampshire Presidential primary results in three special programs on the NBC Radio Network last night (March 10) and in bulletins throughout the evening.

(more)



#### 4. - New Hampshire

The three programs were broadcast from 8:35 to 8:45 p.m., 9:35 to 9:45 p.m. and from 11:35 to 12 midnight. NBC News' Congressional correspondent Robert McCormick was anchorman in Manchester, N.H. for the coverage. Also participating in the radio reports were NBC News correspondents Robert Abernethy in Washington and Geoffrey Pond in New York; Donn Tibbetts, news director of WGIR, NBC's radio affiliate in Manchester, and Charles Quinn of NBC News New York, who reported from the state news center in Concord.

James L. Holton, senior radio producer, NBC News, produced the coverage on the NBC Radio Network.

The 9:35 p.m. program included a report from NBC News James Robinson in Saigon in which he said that Ambassador Lodge "is not interested" in the results of the New Hampshire election. Lodge accompanied Secretary of Defense Robert McNamara on a tour of the battle lines in South Vietnam, Robinson said, and was in no mood to comment on the political situation.

\* \* \*

#### HOW 'TODAY' GAVE MORNING-AFTER COVERAGE TO NEW HAMPSHIRE BALLOTING

NBC-TV's "Today" show continued NBC News' coverage of the New Hampshire Presidential primary this morning (Wednesday, March 11) with up-to-the-minute tabulations of the voting and analyses of the results by New Hampshire's two Senators in direct reports from Manchester.

NBC News correspondent Martin Agronsky interviewed New Hampshire's Republican Senator Norris Cotton and Democratic Senator Thomas J. McIntyre at NBC News' Election Headquarters in Manchester (during the 7:30-8 a.m. segment of the 7-9 a.m. program).

(more)





Senator Cotton said the vote demonstrated New Hampshire's Republicans cannot be "pushed, shoved, bought or sold" and called Ambassador Henry Cabot Lodge's victory a "victory for liberal Republicans."

Senator McIntyre said the Democratic primary results turned out "nicely" for President Johnson made a good showing along with the write-ins for Attorney General Robert Kennedy.

NBC News correspondent Robert MacNeil recapped the latest totals in reports from Manchester during "Today's" 7 a.m. and 8 a.m. news. These news segments also included a taped interview between Agronsky and Ambassador Lodge's sons, George and Henry, in Concord, who discussed their father's victory. Portions of last night's statements by Senator Barry Goldwater and Governor Nelson Rockefeller, on tape, wer also shown.

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NBC-New York, 3/11/64



NBC COLOR TELEVISION NEWS



March 11, 1964

HOPE-CHRYSLER SERIES TO PRESENT JOHN HOUSEMAN'S PRODUCTION,  
"A CASE OF ARMED ROBBERY," STARRING ANTHONY FRANCIOSA,  
PAT O'BRIEN AND BETHEL LESLIE

Anthony Franciosa, Pat O'Brien and Bethel Leslie star in John Houseman's production of "A Case of Armed Robbery" -- drama of a man's compulsion to steal -- on "Bob Hope Presents the Chrysler Theatre" color series Friday, April 3 (NBC-TV Network, 8:30-9:30 p.m. EST).

Jack Montrose (Franciosa) is an angry young man whose bitterness alienates him from his father, Alfred (Paul Stewart), his girl friend Jean Rice (Miss Leslie, of NBC-TV's "Richard Boone Show") and his work foreman (Russell Thorsen). He blames his ex-wife Carol (Lisabeth Hush) for their marriage failure and clumsily attempts to show love for his son Danny (Kevin Tate). In his resentment against society, he plans to rob a filling station safe. A vague underworld character Ganouljian (Russell Collins) persuades him to hire Otto Mead (O'Brien), an aging safe-cracker with "know-how."

This marks the first production by veteran producer-director-writer Houseman for the Chrysler series. His stage and film credits include notable dramas.

Herschel Dougherty directed the script by Franklin Barton.

NBC-TV PROGRAM HIGHLIGHT APRIL 3

BOB HOPE PRESENTS THE CHRYSLER THEATRE: "A Case of Armed Robbery" -- John Houseman's production about a man with a compulsion to steal. Stars Anthony Franciosa, Pat O'Brien, Bethel Leslie. (Color).

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March 11, 1964

GOLD APPLE FOR TEACHER NOVAK: JAMES FRANCISCUS HONORED  
BY LOS ANGELES SECONDARY SCHOOL ADMINISTRATORS

It is a tradition to give a favorite teacher an apple, but James Franciscus, star of NBC-TV's "Mr. Novak," has just been given a rather unusual apple -- it was gold.

Franciscus, who portrays a high school teacher in the Tuesday night (7:30-8:30 p.m. EST) dramas, was honored with the Gold Apple Award of the Los Angeles Secondary School Administrators. The award, for his nationwide contribution to the "teacher image," was the highlight of the organization's annual dinner meeting. Arthur G. Andresen, assistant supervisor in charge of senior high schools in Los Angeles, made the presentation.

Dean Jagger, who stars on the program as Mr. Vane, the principal, and Jeanne Bal, who portrays the assistant principal, were honored with gold plaques.

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BRITAIN'S GERALDINE McEWAN IN "PROFILES IN COURAGE" DRAMA

British actress Geraldine McEwan, on leave of absence from the Royal Shakespearean Theatre at Stratford-on-Avon, has been signed for her U.S. television debut in NBC's "Profiles in Courage" by producer Gordon Oliver for Robert Saudek Associates Inc.

Miss McEwan, currently appearing on stage in Los Angeles, will star as Jessie Benton Fremont in the "Thomas Hart Benton Story," now in production at Desilu Studios in Culver City. Brian Keith will star as her father, Thomas Hart Benton, as announced previously.

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# NBC RADIO NETWORK NEWS

March 11, 1964

'THE WORLD OF SCIENCE' TO BE NBC RADIO WEEKLY  
SERIES WITH DR. ALBERT HIBBS AS HOST

"The World of Science," a new NBC Radio program, with Dr. Albert Hibbs, NBC Radio's Science Editor, as host, will premiere Sunday, March 22 on the NBC Radio Network (6:15-6:30 p.m. EST).

Dr. Hibbs is also the host for NBC-TV's "Exploring" series.

"The World of Science" will contain five to ten items of descriptive science news from happenings of the past few weeks. A particular subject of general interest from the science or engineering worlds will be analyzed with a report showing how the development may affect the individual listener. Each program will also contain an item in the lighter vein -- a scientific oddity or curiosity.

"The World of Science" will occupy the time period currently filled by "John Chancellor Reports."

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JACK TRACY  
ROOM 320

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# NBC NEWS ELECTION YEAR '64

March 12, 1964

## RCA 301 COMPUTER CALLED THE VOTE--EARLY

At 7:05 p.m. EST on the night of the New Hampshire primary (March 10), the RCA 301 computer projected a vote total for Ambassador Henry Cabot Lodge as high as 35 per cent, or 34,000 votes. When the final totals were in, Lodge had won the Republican Presidential primary with 33,459 votes, or 35.4 per cent of the vote.

The projection at 7:05 p.m. was based on only 5 per cent of the vote reported. The NBC News vote tabulation service and the RCA 301 computer tabulation gave NBC the fastest returns broadcast throughout election night.





## NBC TRADE NEWS

March 12, 1964

'FLIPPER' WILL BE SATURDAY HALF-HOUR SERIES ON NBC-TV IN 1964-65 SEASON; STORYLINES WILL CONCERN UNDERWATER RANGER, HIS TWO SONS, AND THEIR PLAYMATE--A DOLPHIN

"Flipper," a new adventure series will make its bow on the NBC-TV Network Saturday, Sept. 19 (7:30-8 p.m. EST). The storylines will concern an underwater ranger, his two young sons, and their friend and playmate, a dolphin named Flipper. The series, produced by MGM-TV in association with Ivan Tors Films, is based on the highly successful MGM feature film of the same name.

Stars of the 1964-65 half-hour series will be Brian Kelly, as Porter Ricks, chief ranger of Coral Key Park, Luke Halpin as Sandy, Ricks's 13-year-old son, and Tommy Norden as Bud, Sandy's nine-year-old brother. Flipper plays himself.

The series will be filmed in the Bahamas and Florida. Underwater scenes in which ranger Ricks comes to grips with enemies below the surface of the water, will be prominent in the series. Flipper, a tame dolphin, who loves children, is a friend to the two young boys, and he comes when they blow a makeshift horn.

Kelly is a handsome former marine who specialized in scuba diving and demolition work during his service career. He was a regular star of "21 Beacon Street" and "Straightaway" as well as guest on "Gunsmoke," "Rifleman" and "Adventures in Paradise."

Luke Halpin created the role of Sandy in the feature motion picture "Flipper." He had previously appeared in several Broadway shows

(more)



(having started his career at the age of seven), in TV dramatic shows including "Studio One," "Armstrong Circle Theatre" and "Play of the Week." He is an expert swimmer and diver.

Tommy Norden started his career at the age of five as a model, then went into Broadway musicals including "Greenwillow" and "Take Me Along." He also is an expert swimmer and diver.

Producer-director of the series will be Leon Benson, who served in a similar double capacity for "Sea Hunt." He also has directed shows on such major series as "Alfred Hitchcock Presents" and "The Lieutenant." Art Arthur will be story editor. He is author of the pilot film and will also write other scripts in the series. He was associated with Benson also in "Sea Hunt" and wrote the MGM feature film "Rhino."

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NBC-New York, 3/12/64



## NBC TRADE NEWS

March 12, 1964

"WALT DISNEY'S WONDERFUL WORLD OF COLOR" TO CONTINUE ON NBC-TV  
IN 1964-65 SEASON UNDER SPONSORSHIP OF RCA AND EASTMAN KODAK

"Walt Disney's Wonderful World of Color" will continue on the NBC-TV Network in the 1964-65 season, again under the sponsorship of the Radio Corporation of America and the Eastman Kodak Co.

Sponsorship of the series was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The award-winning color series will continue in its Sunday period, 7:30 to 8:30 p.m. NYT. The program made its debut on NBC-TV Sept. 24, 1961.

Under an agreement with Walt Disney Productions, Disney will produce 50 weekly color broadcasts each year.

Both the RCA and Eastman Kodak orders were placed through J. Walter Thompson Co.

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## NBC TRADE NEWS

March 12, 1964

DICK PAUL (OF WAVY-TV, NORFOLK) NAMED SECRETARY  
AND CHARLES CASH (WSB-TV, ATLANTA) A MEMBER  
OF NBC AFFILIATES PROMOTION COMMITTEE

Dick Paul, Director of Advertising and Promotional Services, WAVY-TV, Norfolk, Va., has been named Secretary, NBC Affiliates Promotion Committee, and Charles Cash, Promotion Manager, WSB-TV, Atlanta, Ga., has been named to the committee.

Mr. Paul has been a member of the committee since its inception in 1962. In the recent Sixth Annual NBC Promotion Managers Awards he won second place in his division.

Mr. Cash succeeds James Knight, formerly of WTRF-TV, Wheeling, W. Va., on the NBC Promotion managers Committee. Mr. Cash was a top winner of the 1961 Promotion Managers Awards, and he placed in the top ten this year.

Chairman of the committee is Caley Augustine, WIIC-TV, Pittsburgh, Pa. Other members are Kirt Harriss, KPRC-TV, Houston, Tex.; Steve Fox, KOA, Denver, Col.; Stan Cohen, WDSU, New Orleans, La., and Dick Robertson, KRON-TV, San Francisco.

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# NBC TELEVISION NETWORK NEWS

March 12, 1964

AWARD-WINNING "PROJECT 20" PRODUCTION, "THE REAL WEST,"  
IS SHOWN IN BELGIUM'S SECONDARY SCHOOLS

The "Project 20" production of "The Real West" is being shown to secondary school audiences throughout Belgium as a result of its winning an award in the 13th International Tourist and Folklore Film Week festival in Brussels. A total of 95 motion pictures were submitted for competition by 35 countries in the festival.

The report from the festival said: "'The Real West' showed most honorably in this highly selective competition. The film 'The Real West,' produced and directed by Donald B. Hyatt, was awarded the prize of the Belgian National Center of Films for Children for its exceptional treatment of an historic subject especially suited for youthful audiences. As a result of this award, the film is being shown to invited audiences of secondary schools throughout Belgium."

Gary Cooper was on-camera storyteller for "The Real West," first telecast on NBC-TV in 1961 and repeated in 1962 and 1963. Philip Reisman Jr. wrote the script. Robert Russell Bennett composed and conducted the original orchestral score.

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NBC COLOR TELEVISION NEWS



March 12, 1964

CAST AND CREDITS FOR THREE-HOUR COLOR PRESENTATION OF BACH'S  
"ST. MATTHEW PASSION" BY NBC OPERA COMPANY MARCH 22

The NBC Opera Company production of Johann Sebastian Bach's "St. Matthew Passion" will be shown complete in a three-hour color program on Palm Sunday, March 22 on the NBC-TV Network (1-4 p.m. EST). This is a repeat presentation showing of the great passion-oratorio, which was telecast last year in two parts. Following are the cast and credits:

CAST

The Evangelist.....John McCollum, tenor  
Jesus.....John Boyden, baritone  
Soprano arias by.....Judith Raskin, soprano  
Alto arias by.....Maureen Forrester, contralto  
Tenor arias by.....Mallory Walker, tenor  
Bass arias by.....Donald Gramm, bass  
Pontius Pilate.....David Clatworthy, baritone  
Judas.....Lee Cass, bass  
Peter.....Julian Patrick, baritone  
Caiphas.....Robert Falk, bass  
CONDUCTOR.....ALFRED WALLENSTEIN  
Chorus Master.....Earl Rogers

(more)



CREDITS

PRODUCED BY.....SAMUEL CHOTZINOFF  
DIRECTOR.....KIRK BROWNING  
MUSIC DIRECTOR.....ALFRED WALLENSTEIN  
Associate Conductor..Fred Popper  
Associate Director...Roger Wolf  
Designer.....Frank Skinner  
Costumes.....Noel Taylor  
Unit Manager.....Gene Whitlock  
Audio consultant.....David Sarser  
Audio.....Phil Falcone  
Lighting.....Phil Hymes  
NBC Press  
Representative.....Leonard Meyers, New York.

Bach's "St. Matthew Passion" is taken from the Gospel of St. Matthew. The story of the Passion of Jesus Christ is sung by the Evangelist, a tenor. The work is liberally interspersed with arias and choruses.

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NBC-New York, 3/12/64



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NBC TRADE NEWS

MAJOR PROGRAM TIME PERIOD CHANGES IN

NBC-TV'S DAYTIME SCHEDULE ANNOUNCED

- - -

Network to Make Its First Regular Programming

Use of 1:30-2 P.M. (NYT) Period

FOR RELEASE MONDAY, MARCH 16

Major program time-period changes in the NBC-TV daytime schedule -- the shift of seven Monday-through-Friday programs, and the first regular network programming in the 1:30-2 p.m. NYT period since the beginning of the NBC-TV Network -- were announced today by Robert F. Aaron, Director, Daytime Programs, NBC Television Network.

The new schedule will become effective June 29, 1964. The major shifts are (all times NYT):

-- Scheduling "Let's Make a Deal" at 1:30 p.m. (currently presented at 2 p.m.), marking the first regular network programming in this period.

-- Return of the 4:30 to 5 p.m. time period (currently featuring "Make Room for Daddy") to the affiliated stations for local programming.

-- Presentation of "Make Room for Daddy" 10-10:30 a.m., the half-hour currently featuring "Say When."

-- Presentation of "Say When" at 12, replacing "Your First Impression."

-- Presentation of "Loretta Young Theatre" at 2 p.m., the period currently featuring "Let's Make a Deal," which is to be broadcast 1:30 to 1:55 p.m.

-- "NBC News Morning Report" will be broadcast 10:55 to 11 a.m. (it is currently scheduled 10:25 to 10:30 a.m.) and  
(more)





"NBC News Early Afternoon Report" will be broadcast

1:55 to 2 p.m. (it is currently scheduled 2:25 to 2:30 p.m.)

As previously announced, effective March 30, "Jeopardy," a new game show, premieres at 11:30 a.m., and on May 4 "Another World," a new half-hour dramatic serial, premieres at 3 p.m. "Jeopardy" replaces "Missing Links." "Another World" will replace "Loretta Young Theatre" which will return to the schedule June 29, as stated previously.

Six NBC-TV Daytime entertainment programs continue in their current time periods. They are: "Merv Griffin's Word for Word," "Concentration," "Truth or Consequences," "The Doctors," "You Don't Say!" and "The Match Game." Also continuing in current time periods are two five-minute news programs, "NBC News Day Report" at 12:55 p.m. and "NBC News Afternoon Report" at 4:25 p.m.

The NBC-TV daytime schedule effective June 29 (current schedule in lower case letters):

10:00 "MAKE ROOM FOR DADDY"  
("Say When")

10:30 (10:25 "NBC News Morning Report")  
("Merv Griffin's Word for Word" (Color).

10:55 "NBC NEWS MORNING REPORT"

11:00 "CONCENTRATION"  
("Concentration")

11:30 "JEOPARDY," premiere March 30 (Color).  
("Missing Links")

12:00 "SAY WHEN"  
("Your First Impression")

12:30 "TRUTH OR CONSEQUENCES" (Color).  
("Truth or Consequences")

12:55 "NBC NEWS DAY REPORT"  
("NBC News Day Report")

1:00 LOCAL STATION PROGRAMMING  
(more)



3 - Daytime

- 1:30 "LET'S MAKE A DEAL" (Color).  
(Local Station Programming)
- 1:55 NBC NEWS EARLY AFTERNOON REPORT  
(Local Station Programming)
- 2:00 "LORETTA YOUNG THEATRE"  
("Let's Make a Deal")
- 2:30 "THE DOCTORS"  
("The Doctors")
- 3:00 "ANOTHER WORLD," premiere May 4  
("Loretta Young Theatre")
- 3:30 "YOU DON'T SAY!" (color)  
("You Don't Say!")
- 4:00 "THE MATCH GAME"  
("The Match Game")
- 4:25 "NBC NEWS AFTERNOON REPORT"  
("NBC News Afternoon Report")
- 4:30 LOCAL STATION PROGRAMMING  
("Make Room for Daddy").

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NBC-New York, 3/13/64





## NBC TRADE NEWS

March 13, 1964

LIGGETT & MYERS BUYS SPONSORSHIP IN "ALFRED HITCHCOCK HOUR" WITHIN  
48 HOURS AFTER ANNOUNCEMENT OF SHOW'S RETURN TO NBC-TV

Liggett & Myers Tobacco Company Inc. has purchased alternate half-hour sponsorship in "The Alfred Hitchcock Hour" during the 1964-65 season, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The Liggett & Myers order was placed within 48 hours after NBC announced on March 4 that the series was returning to the NBC-TV Network. The agency for L&M is J. Walter Thompson Co.

Now in its ninth year on television, the series will be broadcast Mondays from 10 to 11 p.m. NYT. Previously, the Hitchcock program was presented on NBC-TV during the 1960-61 and 1961-62 seasons. Each week's drama will feature noted stars.

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## NBC TRADE NEWS

March 13, 1964

### THIRD WORLD CONFERENCE OF NBC INTERNATIONAL'S OVERSEAS SALES STAFF SCHEDULED IN NEW YORK AND HOLLYWOOD

The Third World Conference of NBC International's overseas staff of salesmen and officials begins a week-long series of meetings in New York and Hollywood Monday (March 16).

George A. Graham Jr., Chairman of the Board of NBCI, and Joseph M. Klein, President, will welcome the group with a prediction that 1964 will be a record year in international sales.

The foreign sales representatives will meet with NBC producers Monday morning and in the afternoon the 1964-65 programming will be highlighted. "Project 20" producer Donald B. Hyatt and Julian Goodman, Vice President, NBC News, will address these sessions.

On Wednesday, independent producers have been invited to meet with the group. The producers include Nat Hiken, Lester Lewis, David Susskind, and Paul Orr (co-producer of "The Jack Paar Show"). One of the conference highlights will be a luncheon Wednesday at the New York World's Fair.

On Thursday and Friday, the salesmen will be in Hollywood for studio visits and meetings with the West Coast producers and program personalities. Felix Jackson, Vice President, NBC Productions, will discuss new products to be available for overseas syndication by NBCI. Other sessions have been scheduled with Robert Saudek, producer of next season's "Profiles in Courage" on NBC-TV, David Dortort of "Bonanza,"

(more)



David Victor of "Dr. Kildare," Joe Connelly of "90 Bristol Court," Sheldon Leonard of "The Bill Dana Show," and others. The salesmen also will be guests at a luncheon Thursday with Thomas W. Sarnoff, Vice President, West Coast, NBC.

Attending the meetings will be James T. Inch, Vice President and General Manager of NBC (Canada) Ltd.; Gerald Adler, Managing Director of European Operations, NBC International (Great Britain) Ltd.; Lane Blackwell and Will Roland, sales representatives in the London office; G. William Kreitner, Director of Far East Operations of NBC International (Australia) Pty. Ltd.; Alastair MacKenzie, NBC Internacional de Mexico S.A.; and Akira Shimizu, NBCI sales representative, Tokyo.

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NBC-New York, 3/13/64





NAACP AWARDS CERTIFICATE OF MERIT TO NBC IN RECOGNITION OF  
"HISTORIC SIGNIFICANCE" AND "NATIONWIDE IMPACT" OF  
3-HOUR TELECAST, "AMERICAN REVOLUTION OF '63"

FOR RELEASE MONDAY, MARCH 16

The National Association for the Advancement of Colored People has awarded a certificate of merit to the National Broadcasting Company in recognition of the "historic significance" and "nationwide impact" of "The American Revolution of '63," NBC-TV's unprecedented three-hour study of the civil rights issue.

The NAACP certificate calls NBC "a pioneer in presenting to the people of America socially significant programs." It is signed by Arthur B. Spingarn, president of the NAACP; Stephen G. Spottswood, chairman of the board of the directors; and Roy Wilkins, executive secretary.

The commendation is the third major award received by "The American Revolution of '63," an NBC News program telecast Sept. 2, 1963. The National Conference of Christians and Jews gave the program an annual Mass Media Brotherhood Award, citing it as the Best Network Documentary on television. The American Civil Liberties Union commended it as "one of television's finest educational presentations of the civil rights crisis."

NBC News correspondent Frank McGee was anchor man of the program, the first three-hour planned news special in network television. The program was co-produced by Robert Northshield and Chet Hagan.

(more)



The full text of the NAACP citation reads:

"In appreciation of the historic significance of the spectacular television documentary, 'The American Revolution of '63,' and in recognition of the nationwide impact of that memorable program of Sept. 2, 1963, on the surging civil rights movement, the National Association for the Advancement of Colored People proudly presents this certificate of merit to the National Broadcasting Company, a pioneer in presenting to the people of America socially significant programs."

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NBC-New York, 3/13/64





CREDITS FOR 'AMERICAN SPECTACLE,' NBC NEWS COLOR TV SPECIAL,

FRIDAY, MARCH 20 (7:30-8:30 P.M. EST)

Description:

A full-hour NBC News color TV special designed to show Americans the tremendous variety, beauty and scope of their country. The TV journey will open on the Atlantic coast and move Westward to Hawaii. Viewers will see the shores of Cape Cod, Cape Hatteras and the great sandbars off its outer banks, Niagara Falls, the bayous of Louisiana, and the Mississippi where the Ohio joins it. There will be visits to Great Salt Lake, the Petrified Forest, the Carlsbad Caverns, the sandstone buttes of Monument Valley, Yellowstone National Park, the Grand Tetons of the Rockies, Death Valley, California's redwoods, the glaciers of Alaska, Hawaii's erupting Kalauea volcano, and much else.

Narrator:

Van Heflin  
(on-and-off camera)

Written and produced by

Lou Hazam

Directed by

Tom Priestley

Photographed by

Scott Berner

Supervising film editor:

Constantine S. Gochis

Film editors:

Loftus McDonough and Russell Moore

Original music

composed and conducted by

Eddy Manson

Associate producer:

Dan Karasik

Unit manager:

Ray Marsh

Researcher:

Huston Simmons

Sponsor:

The Savings and Loan Foundation, Inc.

Agency:

McCann-Erickson, Inc.

NBC Press representative:

Arthur Oppenheim, New York

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NBC-New York, 3/13/64



BILL LEYDEN TO BE MARSHAL OF ST. PATRICK'S PARADE IN HOUSTON

Bill Leyden will be marshal of the St. Patrick's Day Parade in Houston, Tex. March 17, wearing a green bowler hat and green jacket.

While in Houston, he will make press and promotional appearances and visit hospitals.

Leyden is of Irish descent and traces his ancestry back to Ninth Century when the Leydens were O'Liodhains in Tipperary County. Bill Leyden is regular host of NBC-TV's "Your First Impression" (Mondays through Fridays, 12 noon EST in color).

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NBC-New York, 3/13/64





March 16, 1964

XEROX CORP. TO SPONSOR "BOXING'S LAST ROUND," NBC NEWS  
FULL-HOUR COLOR SPECIAL PROBING STATUS OF PROFESSIONAL  
FIGHTING; DAVID BRINKLEY WILL BE THE NARRATOR

Should professional boxing be outlawed, or should it get one last chance to regain the respectability it once enjoyed as the "manly art of self-defense"? This is the question to be probed in "Boxing's Last Round," an NBC News color special to be narrated by David Brinkley on the NBC-TV Network Tuesday, April 28 (10-11 p.m. EDT).

The program, to be co-produced by Stuart Schulberg and Ted Yates, will be sponsored by Xerox Corp. (through the Papert, Koenig & Lois, Inc., advertising agency).

Graphically presenting both sides of the ledger, "Boxing's Last Round" will show the brutal and sometimes degrading results suffered by many professional fighters after a career in the ring. It will also show the hope it holds out for some young athletes who are striving to rise above an underprivileged social status by using their fists.

As an archetype of the profession today, "Boxing's Last Round," will document the life of Bobby Foster, a 25-year-old Washington, D.C., heavyweight. The father of four small children who works as a garage man and a nightclub bouncer to help support his family, Foster sees

(more)





## 2 - "Boxing's Last Round"

the vision of "The Championship" as the answer to all his dreams of financial and social success.

Around, under, and through the story of Bobby Foster, however, will be entwined a thorough study of contemporary boxing -- the sport, profession, and business.

Among those shown will be Beau Jack, the former bootblack who became lightweight champion and is now a shoeshine boy again; King Levinsky, a heavyweight during the 1930's who fought such boxers as Jack Sharkey, Primo Carnera, Max Baer, and Joe Louis, and is now selling neckties; Mrs. Benny (Kid) Paret, widow of the welterweight champ who list his title and his life in the ring; and Emile Griffith, Paret's conqueror in that fatal fight.

Others to be seen on the program will be the current heavy-weight champ Cassius Clay; former heavyweight champs Jersey Joe Walcott and Sonny Liston; Angelo and Chris Dundee, who feel politicians should stay out of the boxing game and vice versa; Governor Edmund G. (Pat) Brown of California, who is a militant antagonist of boxing and wants it outlawed; and Senator Philip A. Hart (D.-Mich.), sponsor of a bill soon to be before Congress that would provide federal regulation for boxing in the United States.

According to Stuart Schulberg, who directs as well as co-produces the program, the ultimate decision on the future of the fistic arts in this country rests with the American people. "This program," says Schulberg, "may help to bring about the correct decision."

### NBC-TV PROGRAM HIGHLIGHT APRIL 28

"BOXING'S LAST ROUND" -- A look at the current status of professional boxing in the United States: Should it be outlawed? David Brinkley narrates.  
(Color)



# NBC TELEVISION NETWORK NEWS

March 16, 1964

NBC FILM FOOTAGE OF REHEARSAL FALL OF WALLENDAS HIGH-WIRE TROUPE  
REQUESTED BY FEDERAL AVIATION AGENCY FOR STUDY OF FREE FALLS

- - -

Sequence Will Be Seen on 'Du Pont Show of the Week' About the Wallendas

Producer Al Wasserman received a request from a representative of the Federal Aviation Agency for a print of his exclusive film of the fall from a 12-foot practice wire of the Wallenda high-wire troupe in a rehearsal accident at Sarasota, Fla., last Fall. The films will be seen as part of the "Du Pont Show of the Week" telecast of "High Wire: the Great Wallendas" on Sunday, March 22 (10-11 p.m. EST) on NBC-TV.

Dr. Richard G. Snyder, Chief, Physical Anthropology, Protection and Survival Branch of the Oklahoma City FAA aeronautical center, who made the request, indicated that his organization had been making a study of "free falls," both controlled and accidental. Purpose of the study, which has been going on for over two years, is to determine the effects of high-velocity impact upon the human body.

Snyder told Wasserman: "Our study, we believe, will eventually provide a better knowledge for such things as predicting man's tolerances to acceleration forces in space vehicles and help in the improved design for protection and survival of occupants in aircraft accidents (and other vehicles)."

(more)





He expressed special interest in the film of the Wallendas fall because "although in several instances, single photographs of free-fall accidents have been obtained, this is the first instance I am aware of where a movie film showing the action has been taken."

Producer Wasserman and Irving Gitlin, Executive Producer of Creative Projects, NBC News, have made a print of the accident footage available to Dr. Snyder.

NBC cameraman Robin Still recorded the fall when director George Freedland decided to get what he thought would be routine films of a Wallenda rehearsal. A cable slippage resulted in the accident, and Still kept his cameras grinding and obtained the dramatic films.

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NBC-New York, 3/16/64



## NBC BIOGRAPHY

March 16, 1964

CARL LINDEMANN JR.

Vice President, NBC Sports

During the short time Carl Lindemann Jr. has headed the NBC Sports Department, the network has acquired exclusive television rights to the NCAA football games, American Football League games, the Orange Bowl game and the Sun Bowl game.

On Sept. 26, 1963, when he was named Vice President, NBC Sports, the network already owned TV rights to the World Series, Rose and Sugar bowls, National Open Golf Championship, National Singles Tennis Championship and the 1964 Summer Olympics, among other events.

One of Mr. Lindemann's early moves, in negotiating with Orange Bowl officials, was to recommend the game be played at night. The Orange Bowl Committee agreed. Thus, NBC-TV's upcoming New Year's Day football schedule boasts three consecutive bowl games -- Sugar, Rose and Orange -- all telecast live in color.

During his 16 years with NBC, Mr. Lindemann has had the distinction of serving as a Vice President in five key departments.

He was first named Vice President, Daytime Programs, in April, 1959. A year later, he was appointed Vice President, Program Sales, and in October, 1960, became Vice President, California National Productions (now NBC Films).

Mr. Lindemann joined NBC News in June, 1961, as Vice President, Special Projects, News. When the Sports Department was moved under NBC News' jurisdiction, he moved into the head sports post when Tom Gallery, former Director, NBC Sports, retired.

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Mr. Lindemann was born Dec. 15, 1922, in Hackensack, N. J. He was educated at Phillips Exeter Academy and Massachusetts Institute of Technology (Class of 1947). As an officer in the Army Signal Corps, he served in the Pacific during World War II.

His business career began in the mail room of the Foote, Cone & Belding advertising agency. The mail room start led to a job with NBC in the Spring of 1948 as a student engineer. While a TV cameraman assigned to Kate Smith's show, he once spoke to her while she was on camera. His dialogue with Kate became a regular part of the show and led to his becoming associate producer.

In 1954, Mr. Lindemann became senior unit manager of the "Home" show. He advanced rapidly to business manager of the TV Network Program Department, then Director of Daytime Programs in 1957. He became a Vice President in 1959.

Mr. Lindemann lives with his wife, the former Marguerite D. Williams, in Greenwich, Conn. They have five children: Catherine, 11; Sarah, 9; Frances, 7; Mary Allen, 3, and Carl III, 2.

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NBC-New York, 3/16/64





NBC-TV NETWORK PROGRAM

HOW NBC'S "SUNDAY" SERIES BROUGHT U. S. VIEWERS  
FIRST LIVE NETWORK TELEVISION FROM MEXICO CITY

The first live network telecast from Mexico City was seen on "Sunday," NBC News' magazine-format TV program, on March 15 (3-4 p.m. EST).

Producer Craig Fisher scheduled the six-minute pickup from Mexico City in connection with the three-day state visit of French President Charles de Gaulle to Mexico this week.

Highlights of the pickup include a look at Mexico City's Main Square; a brief tour of some of the areas of the Presidential Palace, including views of some paintings, an in-progress pickup of a few moments of a baseball game between the Los Angeles Dodgers and the Mexico City All-Stars; and the balcony of the Presidential Palace where President de Gaulle will make his first speech to the people of Mexico.

NBC reporters appearing on the telecast were Wilson Hall (of NBC, Mexico City) and Bernard Frizell (of NBC, Paris, who is in Mexico to cover President de Gaulle's visit).

Fred Rheinstein directed the Mexico City segment, which was telecast with the cooperation of Telesistema Mexicano.

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NBC-New York, 3/16/64



CREDITS FOR 'INSIDE THE MOVIE KINGDOM--1964'  
ON NBC-TV FRIDAY, MARCH 20 (9:30-11 P.M. EST)

Description: A 90-minute special designed to capture the glamour and excitement of motion-picture making today. The program was filmed in various locations in the United States and Europe.

Host: James Garner

Stars:

Julie Andrews	Jeanne Moreau
Carroll Baker	Robert Morley
Ingrid Bergman	Paul Newman
Stephen Boyd	Peter O'Toole
Richard Burton	Gregory Peck
Claudia Cardinale	Tony Perkins
Sammy Davis Jr.	Christopher Plummer
Melvyn Douglas	Anthony Quinn
Henry Fonda	Debbie Reynolds
Gene Kelly	Maximilian Schell
Jack Lemmon	Romy Schneider
Sophia Loren	Omar Sharif
Shirley MacLaine	Peter Ustinov
Dean Martin	Dick Van Dyke
Steve McQueen	John Wayne
Melina Mercouri	

Producer-Director: Milton Fruchtmann

Writer: Norman Corwin

Produced by Sextant, Inc. -- in association with the editors of Life Magazine.

Sponsored by Colgate-Palmolive Company, Corn Products Company, P. Lorillard Company.

Agency: Lennen & Newell Inc.

NBC Press Representative: Arthur Oppenheim, New York.

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NBC-New York, 3/16/64



1950

: 57538

Project-Details:

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40,000, 100,000, 200,000



CORRECTIONS FOR NBC-TV DAYTIME LISTINGS

NOTE TO EDITORS:

Please change the 10 a.m.-12:30 p.m. (NYT) portion of NBC-TV's new daytime program lineup effective June 29 (released in the NBC Daily News Report of 3/13/64) to read as follows:

NOTE: Currently scheduled programs are listed in parentheses.

10:00 -- "MAKE ROOM FOR DADDY"  
("Say When," which becomes a color series  
March 30, and, at 10:25 a.m., "NBC News  
Morning Report")

10:30 "MERV GRIFFIN'S WORD FOR WORD"  
("Merv Griffin's Word for Word")

10:55 "NBC NEWS MORNING REPORT"

11:00 "CONCENTRATION"  
("Concentration")

11:30 "JEOPARDY" -- premiere March 30 (Color)  
("Missing Links")

12:00 "SAY WHEN" (Color)  
("Your First Impression")

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NBC-New York, 3/16/64



March 17, 1964

FORD RENEWS SPONSORSHIP OF 'HAZEL' SERIES FOR FOURTH SEASON

"Hazel," starring Shirley Booth in the title role, will return to the NBC-TV Network for its fourth consecutive season next Fall in its 9:30-10 p.m. NYT time period on Thursdays, in color.

The Ford Motor Company, through its agency, J. Walter Thompson Co., has renewed sponsorship in the series, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC. Ford has sponsored "Hazel" since the series began on NBC-TV in the Fall of 1961.

A winner of an Academy Award and long one of the theatre's first ladies, Miss Booth has brought to life the happy maid created by Ted Key in his Saturday Evening Post cartoons.

"Hazel" is a Screen Gems production, with Harry Ackerman as executive producer. James Fonda is the producer and William D. Russell the director.

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March 17, 1964

POPE PAUL VI RECEIVES COLOR PRINT OF "THE POPE'S PILGRIMAGE"  
TV SPECIAL DURING AUDIENCE GRANTED NBC'S ROBERT NORTHSHIELD

Pope Paul VI today (March 17) received in private audience Robert Northshield, General Manager, NBC News, who presented the Pontiff with a print of the full-hour NBC-TV color special, "The Pope's Pilgrimage."

The Pope, in turn, presented Mr. Northshield with a medal of his Pontificate. The Pope also expressed appreciation for the color film and expressed his interest in seeing it.

Mr. Northshield was accompanied to the audience in the Papal apartment in Vatican City by Mrs. Northshield and NBC News' Rome correspondent Irving R. Levine and his wife.

"The Pope's Pilgrimage," which covered the Pope's tour of historical sites in Israel and Jordan, was telecast on the NBC-TV Network Jan. 8. John Chancellor was the narrator.

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## NBC TELEVISION NETWORK NEWS

FIRST LIVE JAPAN-TO-U.S. TELECAST, VIA RELAY II SATELLITE,  
WILL BE PRESENTED ON 'TODAY' PROGRAM MARCH 25

- - -

Premier Ikeda, U.S. Ambassador Reischauer and  
Postal Minister Koike to Participate

FOR RELEASE THURSDAY A.M., MARCH 19

The first live television broadcast from Japan to the United States, to be transmitted via the Relay II communications satellite, will be presented on the NBC-TV Network during the "Today" program Wednesday morning, March 25.

Japanese Premier Hayato Ikeda; Edwin O. Reischauer, U. S. Ambassador to Japan, and Shinzo Koike, Minister of Postal Service in Japan, will participate in the historic television program from Tokyo.

The transmission, to be scheduled during the satellite's 7:32-7:40 a.m. EST pass, will be a "Welcome to the Tokyo Olympics." It will be produced by NHK, the Japan Broadcasting Corporation, and will originate from the NHK Tokyo studios and from the National Stadium, site of the 1964 Summer Olympic Games. The program also will include a judo demonstration from the Kodokan judo institute.

As announced earlier, NBC by arrangement with NHK has acquired exclusive television rights in the U. S. to the 1964 Summer Olympic Games, which will open Oct. 10, 1964.

A second transpacific telecast between Japan and the U. S. has been scheduled for Friday, March 27, and will be presented on NBC-TV at a time to be announced. This second program will be a two-way transmission, with half of the telecast originating from Japan and half from

(more)



2 - Japan-to-U.S. Live Telecast

the U. S. The Japanese portion, "Japan This Moment," will originate from Tokyo and Kyoto. Details of the American portion will be announced soon.

The Japan-to-U. S. transmission on both dates will be beamed between ground stations in Tokyo and Andover, Me., via Relay II satellite. The Relay II satellite was designed and built by the Radio Corporation of America under contract to the National Aeronautics and Space Administration.

NBC-TV PROGRAM HIGHLIGHT MARCH 25

THE 'TODAY' SHOW -- The first live television broadcast from Japan to the United States, transmitted via the Relay II satellite, will be seen from 7:32-7:40 a.m. EST.

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NBC-New York, 3/17/64







# NBC NEWS ELECTION YEAR '64

March 17, 1964

NBC NEWS TO COVER ILLINOIS PRESIDENTIAL PRIMARY WITH SPECIAL  
PROGRAMMING ON NBC-TV AND RADIO NETWORKS

Reporters to Be Assigned to All of State's 102 Counties

NBC News will cover the Illinois Presidential primary elections Tuesday, April 14 with special programming on the NBC-TV and NBC Radio Networks. The special television coverage, part of "The Campaign and the Candidates" series, will be presented from 11:15 to 11:30 p.m. EST.

Nationwide interest is centered on the Republican Presidential primary in which Senators Barry M. Goldwater and Margaret Chase Smith are official candidates. In addition to this race, NBC News will pay close attention to write-in votes for Ambassador Henry Cabot Lodge, Governor Nelson A. Rockefeller, Richard M. Nixon and others, particularly in view of the write-in ballots by which Lodge won the New Hampshire primary.

Frank McGee will be anchorman of the television coverage, which will be produced by Chet Hagan. The coverage will include bulletins and "flashcaster" reports.

The vote-gathering-tabulating-projecting system which proved so effective in the New Hampshire primary -- enabling NBC to lead the other networks -- will be used in the Illinois primary. NBC News will staff each of Illinois' 102 counties with reporters who will telephone

(more)



the returns ~~to~~-a tabulating center at WNBQ, the NBC-owned television station in Chicago. From there they will be sped to RCA 301 computers in Camden and Cherry Hill, N.J., which will complete the tabulations and project the results.

Students of the Medill School of Journalism, Northwestern University, will work in the Chicago tabulating center.

NBC's entire election coverage this year is under supervision of Robert Northshield, General Manager of NBC News. The Illinois field operation will be supervised by Frank J. Jordan, Manager of Election Planning, NBC News.

Plans for coverage on NBC Radio will be announced soon.

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NBC-New York, 3/17/64





# NBC NEWS ELECTION YEAR '64

## NBC NEWS POLITICAL PERISCOPE

Most people are looking ahead to the Republican and Democratic national conventions this Summer. But NBC News' Lincoln Furber has the distinction of being able to look back at the first Presidential nominating convention of the current race. It took place in St. Louis last August. It was the convocation of the Prohibition Party.

"There were no smoke-filled rooms," Furber reported recently on "Emphasis," the NBC News weekday radio series, "because nobody smoked. The only liquid refreshment in any abundance, of course, was ice water."

And the parliamentary procedure bore little resemblance to the comparatively rigid rules that will govern the G.O.P. and Democratic sessions to be seen on the NBC-TV Network this Summer. Furber recalls: 'As the roll call of the states was called, the delegate from California responded, 'California yields.' When asked to whom, he said, 'I don't care.'"

There was only one demonstration at the Prohibition Party's Presidential nominating convention, Furber reported. It was for E.H. Munn Sr., of Hillsdale, Mich., who was named the Presidential candidate for 1964.

\* \* \*

Edwin Newman, the NBC News correspondent-wit, gives this analysis of what happened in the New Hampshire primary: "Rockefeller and Goldwater were 'cabotaged'."

(more)





You can fool some of the people some of the time, but don't try it on the RCA 301 computer. NBC Newsmen learned that during their coverage of the New Hampshire primaries. In the day-runs that preceded that actual voting on March 10, one wit on the staff fed it information that gave Norman LePage a whopping majority over all other candidates in the race, including Lodge, Goldwater and Rockefeller. The computer, until then bloop-bleeping along happily, summarily quit. And then, so the legend goes, in place of its usual restrained, analytical message, it clicked off this: "O. K., who's the wise guy?"

\* \* \*

Accuracy, the cornerstone of responsible journalism, is no more important anywhere than in TV news, and is vital in covering such an expansive story as the political conventions where the slip of a lip with a quip can bring immediate disastrous results. David Brinkley learned his lesson in accuracy early.

During his newspaper days in Wilmington, N. C., before he joined NBC News, Brinkley was covering the county recorder's court and reported that a habitual drunkard was arrested for the 125th time in two years. In court a week later, the toper indignantly informed Brinkley it was the 128th arrest. "Please be more careful," the defendant implored. "My mother is keeping a scrapbook."

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NBC-New York, 3/17/64



# NBC TELEVISION NETWORK NEWS

March 17, 1964

NBC "EMMY AWARDS" TELECAST TO ORIGINATE AT TEXAS PAVILIONS  
OF N.Y. WORLD'S FAIR AND AT THE PALLADIUM IN HOLLYWOOD

The 16th annual "Emmy Awards" presentation of the National Academy of Television Arts and Sciences, which will be telecast on NBC-TV Monday, May 25 (10-11:30 p.m. EDT), will originate from the Music Hall at The Texas Pavilions of the New York World's Fair and from the Palladium in Hollywood, it was announced today by Mort Werner, President of the Academy, and Vice President, Programs, NBC-TV Network.

The National Broadcasting Company will telecast the "Emmy Awards" for the 10th consecutive year. The program will be a combination of live, tape and film segments. Categories for the 1964 Emmys, program hosts, and names of the "presenters" will be announced.

More than 6,000 members of the academy in nine chapter cities across the U. S. vote the awards to outstanding TV programs and personalities.

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March 18, 1964

COMPLETE SPONSORSHIP SIX WEEKS BEFORE PREMIERE OF 'ANOTHER WORLD,'  
NEW DAYTIME SERIES WRITTEN BY IRNA PHILLIPS, ANNOUNCED BY NBC-TV

Complete sponsorship six weeks before the premiere of the new NBC-TV daytime series, "Another World," written by Irna Phillips, was announced today by James Hergen, Director of Daytime Sales, NBC Television Network.

"The complete sell-out is a tremendous show of faith by the clients and agencies in Irna Phillips and NBC daytime programming," Mr. Hergen said.

"Traditionally, advertisers observe the progress of a daytime dramatic program before making their investment, but this tradition was abandoned in the case of 'Another World,'" he added.

A total of 12 advertisers have placed orders in the new series which will be televised Monday through Friday from 3 to 3:30 p.m. EDT beginning May 4, as previously announced.

New advertisers not previously announced include American Home Products Corp. (through Ted Bates & Co.), Glenbrook Labs Div. of Sterling Drug Inc. (Cunningham & Walsh), Morton Salt Company (Needham, Louis and Brorby) and Derby Foods Inc. (McCann-Erickson).

Previously announced sponsors include Procter & Gamble (Young & Rubicam), Best Foods Division of Corn Products (Lennen & Newell), Johnson & Johnson (Young & Rubicam), International Latex Corp. (Young & Rubicam), The Borden Co. (Young & Rubicam), The Scholl Mfg. Co. Inc. (West, Weir & Bartel), National Biscuit Company (McCann-Erickson) and The Mennen Company (Grey Advertising Inc.).

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## NBC TRADE NEWS

March 18, 1964

NBC INTERNATIONAL'S OVERSEAS SALES REPRESENTATIVES TO GET DATA  
ON PROGRAMS FOR EVENTUAL SYNDICATION FROM WEST COAST PRODUCERS  
- - -  
Thursday-Friday Visit to Los Angeles Concludes World Conference

NBC International's overseas sales representatives will get a run-down on new programs for eventual syndication abroad from West Coast producers during the final two days of their Third World Conference Thursday and Friday.

The 10-member group, which has been holding sessions this week in New York, departed tonight (Wednesday) for Los Angeles with executives from the New York staff of NBC International for further conferences on the Coast.

Felix Jackson, Vice President, NBC Productions, and Thomas W. Sarnoff, Vice President, West Coast, NBC, will join sessions in Burbank for discussions of the 1964-65 NBC-TV program schedule and West Coast production operations.

On Thursday, the sales representatives will visit Paramount, MGM-TV and Desilu production centers and on Friday they will make stops at Revue and other studios. They will also meet Dennis Weaver, star of next season's "Kentucky" series on NBC-TV. Also scheduled for discussions with the overseas representatives are Joe Connelly, executive producer of the new "90 Bristol Court" NBC-TV series; Sheldon Leonard of "The Bill Dana Show," David Dortort of "Bonanza" and David Victor of "Dr. Kildare."

(more)



Attending the conference are James T. Inch, Vice President and General Manager of NBC (Canada) Ltd.; Gerald Adler, Managing Director of European Operations, NBC International (Great Britain) Ltd. in London, and Lane Blackwell and Will Roland, sales representatives from the London office; G. William Kreitner, Director of Far East Operations of NBC International (Australia) Pty. Ltd.; Alastair MacKenzie, NBC Internacional de Mexico S.A., and four overseas sales representatives -- Akira Shimizu, Japan; Nicholas Ingleton, Japan; J. Robert Myers, Nigeria, and Jo Linten, Spain.

Attending the West Coast meetings also are George A. Graham Jr., Chairman of the Board of NBC International; Joseph M. Klein, President, and Marvin Goodman, administrator, sales planning, who has supervised the week-long conference.

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NBC-New York, 3/18/64





## NBC TRADE NEWS

March 18, 1964

TV ACADEMY CITES WNBQ, NBC-OWNED TV STATION IN CHICAGO,  
AS REGIONAL WINNER IN "THE STATION AWARD" COMPETITION  
Citation Is for Station's "Dateline: Chicago" Series

NBC-owned television station WNBQ, Chicago, was named regional winner of "The Station Award" by the National Academy of Television Arts and Sciences, it was announced today in New York by Mort Werner, President of the National Academy.

WNBQ, cited for its "Dateline: Chicago" series was one of nine regional winners among 76 stations that entered "The Station Award" competition. Purpose of the award is to select the station which best served the needs and interests of its community through a program or series. The nine regional winners will be screened by a panel of civic leaders in Los Angeles and the winner will be announced on the Emmy Awards telecast of the National Academy on Monday, May 25 on NBC-TV.

WNBQ was selected as Midwest Regional Winner covering those stations within the area of the Chicago Chapter of the Academy of Television Arts and Sciences.

"Dateline: Chicago," now in its second season on WNBQ, is presented each Sunday night. The 30-minute program has presented, on a weekly basis for the past two years, documentaries and special programs dealing with issues, events and personalities that play vital roles in the lives of Chicago area residents.

(more)



During the current 1963-64 season, for which the regional award was made, the series has touched on such diverse subjects as the influx of southern whites to the city, Northwestern football star Tom Myers, the adequacy of the city's water supply, conditions inside Cook County jail, migrant farm workers in the suburban area of the city, the Illinois National Guard, fire safety in the schools, wiretapping, and the University of Chicago.

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NBC-New York, 3/18/64





NBC COLOR TELEVISION NEWS



March 18, 1964

MARIAN ANDERSON, ACCOMPANIED BY 200-VOICE WESTMINSTER CHOIR  
AND 75-VOICE COLUMBUS BOYCHOIR, WILL GUIDE VIEWERS TO  
WORLD'S FAIR RELIGION PAVILIONS ON NBC-TV SPECIAL

Marian Anderson has been selected by producer Bob Bendick to guide viewers to the Religion Pavilions during NBC-TV's 90-minute special color telecast of "Opening Night at the World's Fair" Wednesday, April 22 (7:30-9 p.m. EST).

Miss Anderson will join a list of other notable entertainment personalities on the program. During her tour she will be accompanied by the 200-voice Westminster Choir and the 75-voice Columbus Boychoir.

As previously announced, Henry Fonda will be host of the special. Already signed as viewers' guides for various areas of the World's Fair are Carol Channing, title star of Broadway's hit musical, "Hello Dolly!," for the Industrial Area; Lorne Greene, Ben Cartwright of NBC-TV's "Bonanza" color series, for the Federal and States Area; and Fred MacMurray, star of "My Three Sons" TV series, for the Travel and Transportation Area.

Additional stars will be announced soon for the color program, which will be sponsored by the United States Steel and produced by NBC in cooperation with the 1964-1965 New York World's Fair Corporation.

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# NBC TELEVISION NETWORK NEWS

March 18, 1964

## "HOLLYWOOD AND THE STARS" TO PRESENT TWO-PART HISTORY OF MOVIE INDUSTRY'S OSCAR AWARDS

"The Oscars: Moments of Greatness," tracing the history of the movie industry's most coveted honor -- the Academy Award -- will be presented in two parts on NBC-TV's "Hollywood and the Stars" Mondays, March 30 and April 6 (9:30 p.m. EST). Series host Joseph Cotten will narrate.

Part One (March 30) begins with the first Academy of Motion Picture Arts and Sciences award ceremony in 1927 and covers subsequent ceremonies and activities through the mid-Fifties.

Film clips, photographs and newsreel footage show some early award dinners, then Mary Pickford, the 1928 winner, performing in "Coquette" and George Arliss in "Disraeli," for which he won the 1929 Oscar.

Clark Gable and Claudette Colbert are seen accepting their 1934 awards for "It Happened One Night," Bette Davis and Victor McLaglen receiving their 1935 awards, and Luise Rainer, only actress to win two consecutive Oscars, accepting her 1937 Oscar from Spencer Tracy, the only actor to win twice in a row.

Other winners shown accepting their Oscars include Gary Cooper, Spencer Tracy, Greer Garson, Joan Fontaine, Walter Brennen (only three-time winner), Grace Kelly, Eva Marie Saint, William Holden, Jane Wyman, Ernest Borgnine, Rita Moreno and Shirley Temple.

(more)



Scenes from top motion pictures on the program include sequences from "West Side Story," "Yankee Doodle Dandy," "Key Largo," "Marty" and "The Bridge on the River Kwai."

Part Two (April 6) will spotlight Oscar winners from the mid-Fifties to the present.

"The Oscars: Moments of Greatness" was written and produced by Irwin Rosten.

-----NBC-TV PROGRAM HIGHLIGHT MARCH 30-----

HOLLYWOOD AND THE STARS: "The Oscars: Moments of Greatness" (Part One)--Film history of the movie industry's Oscar ceremonies from 1927 to the mid-Fifties. Such stars as Mary Pickford, Clark Gable, Luise Rainer, Spencer Tracy, William Holden, Gary Cooper, Shirley Temple and others will be seen. Part Two to be shown April 6.

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NBC-New York, 3/18/64





'THE ROGUES' GOING BEFORE CAMERAS

"The Rogues," Four Star's new full-hour adventure series scheduled for NBC-TV next season on Sundays (10-11 p.m. NYT) starts shooting March 23 with Charles Boyer starring in "Goya By the Golden Gate." The drama's Script is by Sidney Carroll. David Niven arrives from Switzerland the following week for the next segment, while Gig Young, the series third co-star, reports later in the Spring. Collier Young produces.

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NBC-New York, 3/18/64



NBC COLOR TELEVISION NEWS



March 18, 1964

DATE CHANGE FOR 'SAY WHEN'

"Say When" will become a color series June 29 -- not March 30, as announced in NBC-TV's New Daytime Listings corrections (released March 16) and NBC-TV's Color Broadcast Schedules for March and April. "Say When," currently presented Mondays through Fridays in black and white 10-10:25 a.m., EST, will be telecast in color 12 noon-12:30 p.m., EDT starting June 29.





March 20, 1964

THE SPEIDEL CORP. RENEWS SPONSORSHIP IN NBC-TV'S  
"THAT WAS THE WEEK THAT WAS" SERIES FOR 1964-65

The Speidel Corp., one of the charter sponsors of NBC-TV's most talked-about program, "That Was the Week That Was," is the first advertiser to purchase sponsorship in the series for 1964-65, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

Mr. Durgin said the renewed order was "a reaffirmation of Speidel's faith in what has become one of the most critically acclaimed new series in television."

"TW3," as the series is familiarly known, will be telecast Tuesdays from 9:30 to 10 p.m. NYT during the upcoming season, as previously announced.

The program will continue in its present Friday 9:30-10 p.m. NYT period until July 10, when it will go off the air until the Fall.

The weekly series premiered Jan. 10, 1964, and has continued to make news each Friday. TV columnists have noted that viewers are canceling social engagements in order to watch the program.

The Speidel order was placed through McCann-Marschalk Company Inc.

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## NBC TRADE NEWS

March 20, 1964

### COCA-COLA BUYS SPONSORSHIP IN '90 BRISTOL COURT'

The Coca-Cola Company has purchased sponsorship in "90 Bristol Court," the new trio of NBC-TV family comedy programs to be presented during the 1964-65 season, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

"90 Bristol Court," as previously announced, is comprised of three separate but related half-hour shows to be telecast Mondays. They are: "Karen," starring Debbie Watson in the title role, at 7:30 p.m. NYT; "Tom, Dick and Mary" with Burt Metcalfe, Steve Franken and Joyce Bulifant in the lead roles, at 8 p.m. NYT; and "Harris Against the World," starring Jack Klugman, at 8:30 p.m. NYT.

The Coca-Cola order was placed through McCann-Erickson.

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NBC INTERNATIONAL'S WORLD CONFERENCE OF SALES

REPRESENTATIVES CONCLUDES IN HOLLYWOOD

HOLLYWOOD, CALIF., March 20 -- NBC International overseas sales representatives in Hollywood for the final two days of their Third World Conference, were guests at a luncheon in the NBC Lounge at Burbank yesterday (Thursday, March 19) given by Thomas W. Sarnoff, Vice President, West Coast, NBC.

George A. Graham Jr., Chairman of the Board of NBC International, and Joseph M. Klein, President, headed the 10-member group attending the affair. Included were Gerald Adler, Managing Director of European Operations for NBC International (Great Britain) Ltd.; Lane Blackwell and Will Roland, sales representatives from the London office; G. William Kreitner, Director of Far East Operations of NBC International (Australia) Pty. Ltd.; Alastair MacKenzie, NBC International de Mexico S. A.; Akira Shimizu, sales representative from Japan, and Marvin Goodman and William Schmitt, NBC International in New York.

West Coast executives who attended the luncheon included Felix Jackson, Vice President, NBC Productions; Grant Tinker, Vice President TV Network Programs, and Fenton Coe, Director of Film Production who has been escorting the group in Hollywood. The sales representatives went to Paramount Studios where they visited the

(more)





"Bonanza" set and conferred with producer David Dortort. Later they motored to MGM studios in Culver City to meet producer Robert Saudek and tour the set of "Profiles in Courage," the new NBC-TV series which premieres next Fall. Then followed a conference with David Victor, producer of "Dr. Kildare," and a visit to this set. Today (March 20) the salesmen visited the "90 Bristol Court" set at Revue Studios and met executive producer Joe Connelly and closed their Third World Conference visit to the West Coast before meeting Dennis Weaver (star of next season's "Kentucky" series) at a luncheon in the Beverly Hills Hotel.

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NBC-New York, 3/20/64



## NBC TRADE NEWS

March 20, 1964

### CAMERAMEN FROM NBC NEWS AND NBC-TV AFFILIATED STATIONS WIN 20 OF 26 AWARDS IN PRESS PHOTOGRAPHERS ASSOCIATION'S NEWS PICTURES OF THE YEAR NEWSFILM COMPETITION

Cameramen from NBC News and the network's affiliated TV stations won 20 of 26 awards in the 21st Annual News Pictures of the Year Newsfilm Competition. The competition is sponsored by the National Press Photographers Association, the University of Oklahoma School of Journalism and The World Book.

The NBC News' winners were J. Baxter Peters and Dedo Weigert, who won first place under "Team Filming" for "The Kremlin," and Robin Still, who earned honorable mention in the "News Documentary" category for "American Landmark: Lexington - Concord."

WRCV-TV of Philadelphia led all NBC-TV affiliates with 10 awards, four of them first place. Houston Hall was cited in eight of the 10 awards. WRCV-TV's Richard Roy, Ernie Ernst and Herman Ernst were also honored.

Other NBC-TV affiliate cameramen named winners included Cliff Adkins of WKY-TV Oklahoma City, Dick Baldwin of WFBM-TV Indianapolis, Charles Pharris of KPRC-TV Houston, Ernie Crisp of WFBM-TV Indianapolis and a group of 11 cameramen who covered a fire for WFGA-TV Jacksonville.

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## NBC TRADE NEWS

March 20, 1964

J. LARRE BARRETT IS NAMED MANAGER, SALES SERVICE,  
CENTRAL SALES, FOR NBC IN CHICAGO

J. Larre Barrett has been named Manager, Sales Service, Central Sales, for the National Broadcasting Company in Chicago, it was announced today by Angus Robinson, Vice President, Central Sales, NBC.

Mr. Barrett came to NBC in June, 1962, from the University of Missouri, where he was a graduate student in radio and television. While in graduate school, he worked at KOMU-TV, the NBC affiliate in Columbia, Mo. He received his Bachelor of Journalism degree from the University in 1960. He is a member of Kappa Tau Alpha, scholastic journalism honorary fraternity, and Alpha Delta Sigma, professional advertising fraternity.

Mr. Barrett is married to the former Lou Ann Elmore of Salisbury, Mo. They have a son, William Parker, 1.

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## NBC TELEVISION NETWORK NEWS

TOP TEAMS, INTERSECTIONAL BATTLES AND CLASSIC RIVALRIES,  
WILL HIGHLIGHT NBC-TV'S 14-DATE SCHEDULE OF NATIONAL AND  
REGIONAL TELECASTS OF NCAA FOOTBALL GAMES IN FALL

FOR RELEASE MONDAY, MARCH 23

The 14-date schedule of collegiate football games which the NBC Television Network will televise this Fall was announced today by Asa S. Bushnell, TV Program Director of the Television Committee of the National Collegiate Athletic Association, and Carl Lindemann Jr., Vice President, NBC Sports.

Studded with outstanding intersectional battles and classic rivalries, the 1964 schedule includes nationally televised games on nine dates, and four regional telecasts on each of the other five dates.

The schedule comprises 13 Saturdays starting Sept. 12 and continuing through Dec. 5, plus Thanksgiving Day. Regional dates are Saturdays, Sept. 19, Oct. 3, Oct. 24, Oct. 31 and Nov. 21.

Mr. Lindemann said NBC-TV expects to televise in color all of the nationwide games and one game on each of the regional dates. The network also has the NCAA football rights in 1965.

Among the teams playing in the nine nationally televised contests will be last year's national champion, Texas, second-ranked Navy and all of the other top 10 teams of 1963, as picked in the wire service polls. These include Illinois, Pittsburgh, Auburn, Nebraska, Mississippi, Oklahoma, Alabama and Michigan State. The annual Army-Navy clash continues as one of the top attractions on the TV slate.

The combined national and regional schedule fulfills NCAA provisions requiring that each of the eight NCAA districts be represented by at least three member colleges, that at least four

(more)



colleges never before on national or regional television be included, that at least four other colleges not appearing during the preceding five years be included, and that no college appear more than once on the full network or twice regionally.

The TV schedule kicks off Saturday, Sept. 12 with an intersectional contest between Pittsburgh and UCLA. After a Saturday of regional telecasts, the second national date, Saturday, Sept. 26, pits Minnesota against Nebraska in a Big Ten Conference vs. Big Eight Conference duel.

After another Saturday of regional telecasts, another inter-conference battle Saturday, Oct. 10 sends Texas of the Southwest Conference against Oklahoma of the Big Eight. This contest will follow NBC-TV's telecast of a World Series game.

An intersectional tussle between Southern California and Ohio State on Saturday, Oct. 17, is followed by two Saturdays of regional telecasts. Illinois faces Michigan in a renewal of an old Big Ten rivalry Saturday, Nov. 7, and another conference member, Michigan State, steps outside the circuit to oppose Notre Dame in the Saturday, Nov. 14 TV game.

After the fifth and final weekend of regional telecasts, NBC-TV's Thanksgiving Day offering Thursday, Nov. 26 pits Auburn against Alabama in a key Southeastern Conference contest.

The 65th annual Army-Navy clash -- the nation's favorite football rivalry -- will be televised Saturday, Nov. 28 from Philadelphia's huge John F. Kennedy Stadium. Concluding the TV slate is another Southeastern Conference battle between Mississippi and Mississippi State Saturday, Dec. 5.

Plans for splitting the network on the five regional dates will be announced in a few weeks.

(more)





3 - NCAA Football

The schedule of national and regional telecasts follows:

<u>DATE</u>	<u>GAME</u>	<u>SITE</u>
<u>Saturday, Sept. 12</u>	UCLA vs. Pittsburgh	Pittsburgh, Pa.
<u>Saturday, Sept. 19</u> (Regional)	Navy vs. Penn State Southern Methodist vs. Florida Kansas State vs. Wisconsin Stanford vs. Washington State	University Park, Fla.. Gainesville, Fla. Madison, Wis. Spokane, Wash.
<u>Saturday, Sept. 26</u>	Nebraska vs. Minnesota	Minneapolis, Minn.
<u>Saturday, Oct. 3</u> (Regional)	Syracuse vs. Holy Cross Arkansas vs. Texas Christian Washington vs. Iowa Colorado State vs. Air Force	Worcester, Mass. Fort Worth, Tex. Iowa City, Iowa. USAF Academy, Colo.
<u>Saturday, Oct. 10</u>	Oklahoma vs. Texas	Dallas, Tex.
<u>Saturday, Oct. 17</u>	Southern California vs. Ohio State	Columbus, Ohio
<u>Saturday, Oct. 24</u> (Regional)	Dartmouth vs. Harvard Tennessee vs. Louisiana State Minnesota vs. Michigan Iowa State vs. Missouri	Cambridge, Mass. Baton Rouge, La. Ann Arbor, Mich. Columbia, Mo.
<u>Saturday, Oct. 31</u> (Regional)	Pittsburgh vs. Syracuse South Carolina vs. North Carolina State Texas Tech vs. Rice Air Force vs. Arizona	Syracuse, N. Y. Raleigh, N. C.  Houston, Tex. USAF Academy, Colo.
<u>Saturday, Nov. 7</u>	Illinois vs. Michigan	Ann Arbor, Mich.
<u>Saturday, Nov. 14</u>	Michigan State vs. Notre Dame	Notre Dame, Ind.
<u>Saturday, Nov. 21</u> (Regional)	Cornell vs. Princeton Duke vs. North Carolina Michigan State vs. Illinois  UCLA vs. Southern California	Princeton, N. J. Chapel Hill, N. C. Champaign-Urbana, Ill. Los Angeles
<u>Thursday, Nov. 26</u> (Thanksgiving Day)	Auburn vs. Alabama	Birmingham, Ala.
<u>Saturday, Nov. 28</u>	Army vs. Navy	Philadelphia
<u>Saturday, Dec. 5</u>	Mississippi vs. Mississippi State	Oxford, Miss.

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NBC-New York, 3/20/64





# NBC TELEVISION NETWORK NEWS

'TAX CUT: FACTS AND FALLACIES'

WILL BE NBC NEWS TV SPECIAL

FOR RELEASE MONDAY, MARCH 23

"Tax Cut: Facts and Fallacies" -- an NBC News special examining the many aspects of the new federal tax law, with special emphasis on how it will affect the group that pays most of the taxes -- will be presented on the NBC-TV Network except WNBC-TV on Sunday, March 29 (5-5:30 p.m. EST), and on WNBC-TV only Saturday, March 28 (6-6:30 p.m. EST).

Eighty-five per cent of the taxes is paid by those who earn \$10,000 a year or less and this special program will be aimed at explaining the law to this group of wage-earners. Robert Abernethy, NBC News' Congressional correspondent, will be anchorman for the telecast.

A number of tax experts will discuss the intricacies of and some of the pitfalls of the law. Actor Ralph Bellamy, President of Actor's Equity, will discuss that portion of the law which permits averaging of incomes for those whose earnings fluctuate drastically year to year.

"Tax Cut: Facts and Fallacies" will be produced by Chet Hagan, Jerome Jacobs is associate producer.

## -----NBC-TV PROGRAM HIGHLIGHT-----

TAX CUT: FACTS AND FALLACIES: NBC News special examines the many aspects of the new federal tax law. Robert Abernethy is anchorman.

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MEMO RE POOL COVERAGE OF THE 1964 POLITICAL CONVENTIONS:

The Republican and Democratic National Conventions have requested dissemination of the following information:

Video and audio Pool coverage of the Republican and Democratic National Conventions to be held this Summer in San Francisco and Atlantic City may be obtained by participating Pool members through distribution facilities which will be established by the Pool (NBC, CBS, ABC and MBS Networks). All requests from independent TV and radio stations for information regarding Pool services should be addressed to the applicable office listed below:

Republican Convention TV Pool

Room 291

National Broadcasting Company

30 Rockefeller Plaza

New York, N.Y. 10020

- - -

Democratic Convention TV Pool

Election Unit - Attention: Vern Dimond

Columbia Broadcasting System

518 West 57th Street

New York, N.Y. 10022

- - -

Republican and Democratic Conventions - Audio Pool

Attention: Les Learned

Mutual Broadcasting System

135 West 50th Street

New York, N.Y. 10019

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NBC-New York, 3/20/64





March 20, 1964

TAXES ARE DEDUCTIBLE BUT MERRIMENT IS MULTIPLE IN THEME OF  
TENNESSEE ERNIE FORD COLOR SPECIAL WITH GUESTS JACK BENNY  
ANNETTE FUNICELLO, DOROTHY PROVINE AND ANDY WILLIAMS

A tax-deductible barbecue keynotes the comedy and songs on  
"The Tennessee Ernie Ford Hour," NBC-TV color special of Friday, April 10  
(8:30-9:30 p.m. EST) when Ol' Ern will be joined by guests Jack Benny,  
Annette Funicello, Dorothy Provine and Andy Williams.

The barbecue idea springs from the brain of Ernie's "tax  
consultant," Jack Benny, who advises his client to entertain "deductible  
acquaintances."

Hence the backyard fiesta, where Ern sings "The Sunday Barbecue"  
and "Company's Comin'". A flashback tax-office sketch by Ford and  
Benny leads into a series of personally delivered invitations to the  
barbecue.

Ern finds Andy in a rehearsal hall, where Williams is singing  
"People" from the Broadway show, "Funny Girl." The two then team for  
"You're Nobody 'Til Somebody Loves You."

Annette is found in her rumpus room, where she sings "California  
Sun" from her movie "Muscle Beach" before going into a dance with five  
nimble "Teenagers." Ernie, Andy and Annette reprise "You're Nobody..."

(more)







Miss Provine is discovered in a wardrobe department setting, where she sings some special material, "This Is It," backed by the choral group. Dorothy also does a dance version of the number.

Back at the barbecue, Ernie sings "Sixteen Tons" before being joined by the full cast in the finale hymn, "How Great Thou Art."

-----NBC-TV PROGRAM HIGHLIGHT APRIL 10-----

THE TENNESSEE ERNIE FORD HOUR: Ol' Ern invites guests Jack Benny, Annette Funicello, Dorothy Provine and Andy Williams to a tax-deductible barbecue. (Color)

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NBC-New York, 3/20/64



NBC COLOR TELEVISION NEWS



March 20, 1964

— ADDITIONS TO NBC-TV APRIL COLOR BROADCAST SCHEDULE —

Monday, April 20

7:30 - 9:30 p.m.

Add: "Monday Night at the Movies."

Saturday, April 25

9 p.m. to  
conclusion

Add: "Saturday Night at the Movies."



JULIAN GOODMAN TO SPEAK ON 'NEW CHALLENGES IN NEWS'

Julian Goodman, Vice President, NBC News, will be the principal luncheon speaker at the annual meeting of the Association for Professional Broadcasting Education at the Conrad Hilton Hotel, Chicago, on April 5. His topic will be "New Challenges in News."

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'POLITICS 1964' IS TOPIC FOR CHET HUNTLEY

NBC News' Chet Huntley will be guest speaker at the annual luncheon of the Pharmaceutical Advertising Club of New York at the Roosevelt Hotel, New York, on April 23. His subject will be "Politics 1964."

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NBC-New York, 3/20/64





(DISTRIBUTED AS A SERVICE TO THE INDUSTRY BY NBC PRESS)

AWARD WINNERS AND ENTERTAINMENT ANNOUNCED FOR  
BROADCAST PIONEERS ANNUAL AWARDS BANQUET

FOR RELEASE MONDAY, MARCH 23

The award winners and the entertainment at the Twenty-Third Annual Awards Banquet of the Broadcast Pioneers, to be held April 7 at the Conrad Hilton Hotel during the NAB convention in Chicago, were announced today by Ernest Lee Jahncke Jr., President, Broadcast Pioneers. Mr. Jahncke is Vice President, Standards and Practices, NBC.

The Hall of Fame Award committee selected the late Dr. W. R. G. Baker of the General Electric Company as the 1964 Hall of Fame Award recipient.

Mr. Baker's successor, Robert C. Wilson, General Manager, Radio and TV Division, General Electric Company, will accept the award.

A special citation will be presented to Congressman Walter Rogers (D.-Tex.), Chairman of the Subcommittee on Communications and Power of the Committee on Interstate and Foreign Commerce of the House of Representatives.

This year's Broadcaster Citation will be awarded to George B. Storer Sr., Chairman of the Board, Storer Broadcasting Company.

As previously announced, a special award will be given to the Bell Telephone System. This award will be accepted by Frederick R. Kappel, Chairman of the Board of AT&T.

Entertainment at the banquet will feature Martha Wright, Gretchen Wyler, John Raitt, Philippe Entremont and the Buster Davis

(more)



Singers. Marilyn Van Derbur will be the hostess. The program will be produced by Henry Jaffe Enterprises, with Ed Cosgrove as producer.

Mr. Jahncke announced that those wishing to attend the Banquet should send reservation requests to M. H. Shapiro, Executive Secretary, Broadcast Pioneers, 589 Fifth Avenue, New York 17, N. Y.

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March 23, 1964

SPEIDEL RENEWS SPONSORSHIP IN 'THE JACK PAAR PROGRAM'

COLOR TELECASTS ON NBC-TV FOR 1964-65

The Speidel Corp. has renewed sponsorship in NBC-TV's "The Jack Paar Program" color telecasts for 1964-65, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

As previously announced, Jack Paar will return to his Friday 10-11 p.m. NYT period this Fall on the NBC-TV Network.

The Paar series presents entertainment with major guest stars and interviews that frequently make news headlines, as exemplified by the recent (March 13) interview with U. S. Attorney General Robert F. Kennedy who reminisced about the late President Kennedy.

The Speidel order was placed through McCann-Marschalk Company Inc.

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March 23, 1964

PERRY SMITH IS APPOINTED DIRECTOR, SPORTS, NBC

Appointment of Perry Smith as Director, Sports, National Broadcasting Company, was announced today by Carl Lindemann Jr., Vice President, Sports, NBC.

Mr. Smith, who has served with NBC Sports for 11 years, has been Manager, Sports, since September, 1963.

"Perry Smith has a widely diversified sports background, vast experience in television sports, and he has the high respect of the sporting world as well as that of the broadcasting industry. His excellent craftsmanship and character are reflected in the high quality of the NBC Sports productions. It is a great pleasure for me to make this appointment," Mr. Lindemann said.

Mr. Smith joined NBC in 1950 as assistant to the executive producer of "Musical Comedy Time." He moved to the Sports Department in 1953. He has been the TV producer for NBC's coverage of major sports events including the World Series, Rose Bowl and Sugar Bowl games, National Football League Championship Game, National Open Golf Championship and National Singles Tennis Championship.

He was born in Dallas, Texas. He attended Southern Methodist University, and was graduated from the U. S. Naval Academy in 1945. He was a lieutenant in the submarine service 1945-48 and 1951-52.

Mr. Smith and his wife, the former Alice Swanson, and their three children live in Pelham, N. Y.

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March 23, 1964

NBC, CBS AND ABC TO RECEIVE GEORGE POLK MEMORIAL AWARDS  
FOR TV COVERAGE OF EVENTS IN DALLAS AND WASHINGTON  
FOLLOWING ASSASSINATION OF PRESIDENT KENNEDY

The National Broadcasting Company, the Columbia Broadcasting System and the American Broadcasting Company will receive George Polk Memorial Awards for 1963, given by Long Island University, for their televised coverage of the events in Dallas and Washington following the assassination of President Kennedy.

William R. McAndrew, Executive Vice President in charge of NBC News, will accept the award given to NBC at the annual awards luncheon Tuesday, March 24, in New York's Hotel Roosevelt. NBC News' comprehensive television coverage of events following President Kennedy's death totaled 71 hours and 36 minutes -- more coverage than was presented on any other TV network.

The Goerge Polk Awards are given for significant achievements in journalism. The awards to the three major networks, for national reporting, mark the first time that three winners were designated for a single news category.

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March 23, 1964

THE ALL-AMERICAN CONFERENCE TO COMBAT COMMUNISM

PRESENTS NBC WITH AWARD AND TWO CITATIONS

- - -  
Award Goes to a 'Profile of Communism' TV Special and Citations to  
Hope-Chrysler 'Denisovich' Telecast and a Radio 'Youth Forum'

The National Broadcasting Company is the recipient of the 1963 Vigilant Patriot Recognition Award and two Vigilant Patriot Recognition Award citations, it was announced today by the All-American Conference to Combat Communism.

Each year the Vigilant Patriot Award is presented "in recognition of outstanding public service in bringing accurate, responsible information about Communism and ways to combat it to the American people."

The 1963 Vigilant Patriot Recognition Award was presented for "Who Goes There? -- A Primer on Communism," the third of a four-part NBC News series titled "Profile of Communism." It dealt with the question "What Is Communism?" and covered four basic stages of development: ideology, revolution, totalitarianism and imperialism.

It was produced by Robert Northshield and narrated by NBC News correspondent Robert Abernethy.

The special citations were awarded to "Bob Hope Presents the Chrysler Theatre" for the drama "One Day in the Life of Ivan Denisovich" and to NBC Radio Network's "Dorothy Gordon's Youth Forum" discussion program, "Is Soviet Youth Sold on Communism?"

(more)







In addition, an NBC affiliate station, WCKT-TV in Miami, Fla., was presented an award for "special excellence," in behalf of parts six and seven of its documentary series, "Red Star," dealing with Premier Cheddi B. Jagan (British Guiana) and the Caribbean.

The All-American Conference represents approximately 45 national veterans', women's, fraternal, educational, religious, civic and youth organizations with a total combined membership of some 50,000,000.

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NBC-New York, 3/23/64



## MARIA LITTLE NAMED STORY EDITOR OF 'FLIPPER' SERIES

Maria Little has been signed as story editor of "Flipper," new series which will start on the NBC-TV Network next Fall (Saturdays, 7:30-8 p.m. NYT). Miss Little replaces Art Arthur, who was previously announced. Arthur wrote the pilot film and is expected to contribute other episodes to the series. Miss Little has been story editor of "Lassie" for the past three seasons. Leon Benson is producer-director.

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## R.C. TORNABENE OF NBC NEWS PARTICIPATES IN RADIO-TV SEMINARS

Russell C. Tornabene, Manager of NBC News Operations, New York, is participating as a "Visiting Professor" in a series of seminars at the Radio and Television Center, Syracuse University (March 23-24).

He will explain to graduate and undergraduate students of radio and TV the NBC News techniques in coverage of special events, such as Pope Paul's trip to the Holy Land earlier this year. He also will discuss plans for covering the 1964 national political conventions and general elections.

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NBC-New York, 3/23/64



AUDIO TAPE OF ATTORNEY GENERAL ROBERT F. KENNEDY'S DISCUSSION  
OF LATE PRESIDENT KENNEDY ON "JACK PAAR PROGRAM" BROADCAST  
TO AFRICA AND ASIA BY THE VOICE OF AMERICA

The Voice of America, via short wave radio relays, transmitted to countries in Africa and Asia an audio tape of U. S. Attorney General Robert F. Kennedy's discussion of President Kennedy, which was telecast in color on NBC-TV's "The Jack Paar Program" Friday, March 13.

The Attorney General's remarks about the wit and human side of his late brother were broadcast to people in India, Ceylon, Afghanistan and all of Southeast Asia at 8 p.m., Sunday, March 15, and repeated at 9 a.m., March 16. All of the African continent was covered by broadcasts on Monday, March 16, at 1 p.m. and 5 p.m. (all times NYT).

NBC-New York, 3/23/64





CHEVROLET TO BE A SPONSOR OF 'SOLO' SERIES

The Chevrolet Motor Division of General Motors Corp. has purchased sponsorship in NBC-TV's new full-hour spy-drama series, "Solo," it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

"Solo," as previously announced, will star Robert Vaughn as Napoleon Solo, the suave agent of an international organization dedicated to thwarting the forces of "Thrush" (organized evil operating on a world-wide scale). The series will be televised during the 1964-65 season Tuesdays 8:30-9:30 p.m. NYT.

The Chevrolet order was placed through Campbell Ewald Company of Detroit.

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NBC-New York, 3/24/64



## NBC TRADE NEWS

March 24, 1964

### 3 ADVERTISERS BUY INTO 'MAJOR LEAGUE BASEBALL' SERIES

P. Lorillard Co., Hav-A-Tampa Cigar Co. and General Mills Inc. have purchased weekly sponsorship in NBC-TV's "Major League Baseball," it was announced today by Richard N. McHugh, Manager, Sports and Special Programs, NBC-TV Network.

The NBC-TV series, to be telecast Saturdays and Sundays, will start April 18-19. Games will be telecast from the home parks of the Chicago White Sox, Cleveland Indians, Detroit Tigers, Minnesota Twins, Cincinnati Reds, Milwaukee Braves and Pittsburgh Pirates.

The Lorillard order was placed through Grey Advertising Inc. The agency for General Mills is Knox, Reeves, Advertising Inc. The Hav-A-Tampa order was a regional buy through Perry Silvey Advertising of Tampa, Fla.

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## NBC TRADE NEWS

March 24, 1964

HUMBLE OIL TO SPONSOR REPEAT OF 'SHAKESPEARE: SOUL OF AN AGE'

Shakespeare's 400th birthday will be observed next month, and NBC News will celebrate with a repeat performance of its "Shakespeare: Soul of an Age," a full-hour color television special starring Michael Redgrave and Ralph Richardson Sunday, April 26 (10-11 p.m. EDT).

Humble Oil & Refining Company will be the sponsor (through its agency, McCann-Erickson Inc., Houston, Tex.).

The program, wirtten and produced by Lou Hazam, was color-filmed in England, Wales, Scotland and France in the footsteps of Shakespeare and many of the characters of his plays. Guy Blanchard was the director-cameraman.

Critics have acclaimed the program, first telecast Nov. 30, 1962, as "a magnificent accomplishment and tribute to our greatest writer" (Boston Globe), "a beautiful tribute to the greatest writer in the English tongue" (New York Daily News), "an excellent memorial program" (Houston Post), "a legitimate TV masterpiece" (Long Island Newsday), "a stunning fusion of journalism and theatre" (New York Times), "an unusual brooding and beautiful visual essay" (Washington Post), "a special treat" (San Francisco Chronicle), "an admirable job" (Chicago Daily Tribune), and "another lustrous achievement by Lou Hazam" (Philadelphia Evening Bulletin).

(more)





Supporting Redgrave in the voice-only cast are prominent British actors who are heard in scenes from the poet's histories, tragedies, and comedies. Richardson is special guest narrator.

Reconstructing Shakespeare's life, the TV cameras explore existing landmarks in Stratford-on-Avon, where he was born April 23, 1564, as well as the surrounding countryside and London, where he spent the major part of his working life. Places connected with many of the plays are documented as well: the Tower of London, the streets of Windsor, Southampton beach, Hampton Court, the Forest of Arden and much more.

The Stratford-on-Avon of today is shown as a living monument to the poet, where each year thousands go to see his plays at the Shakespeare Memorial Theater.

NBC-TV PROGRAM HIGHLIGHT APRIL 26

"SHAKESPEARE: SOUL OF AN AGE" -- NBC News special, filmed in the footsteps of the poet and many of the characters in his plays, marking 400th anniversary of his birth. Michael Redgrave voices excerpts from the plays. Ralph Richardson is narrator.  
(Color. Repeat)

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NBC-New York, 3/24/64



SUPERMARKET ADVERTISEMENTS IN NEWSPAPERS WILL FEATURE  
'CONCENTRATION' SHOW AND HOST HUGH DOWNS

The NBC-TV daytime program "Concentration" and its host, Hugh Downs, will be featured in supermarket advertisements in newspapers beginning March 26.

A total of 64 newspapers in California, carrying advertisements from 90 food stores, will inaugurate the tie-in campaign, expected to be nationwide. The method of tie-in invites the newspaper reader to play the game of "Concentration" on a small scale in the advertisement.

"Concentration" is broadcast Mondays through Fridays 11-11:30 a.m. NYT on the NBC-TV Network.

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NBC-New York, 3/24/64



# NBC TELEVISION NETWORK NEWS

March 24, 1964

NBC LEADS THE FIELD WITH 15 NOMINEES FOR TV GUIDE AWARDS

'Huntley-Brinkley Report' and Five Other NBC News

And Information TV Programs Are on List

NBC News' "Huntley-Brinkley Report" -- for the fifth year -- and five other NBC News and information programs are among the 15 NBC-TV programs and personalities nominated for the 1964 TV Guide Awards in a nationwide poll of U.S. and Canadian television viewers conducted by the magazine.

NBC-TV programs also scored in nominations in the "Best Single Dramatic, Musical or Variety Program" category with a total of four of the five shows named.

Final results of the voting will be announced by TV Guide publisher James T. Quirk, and the winners will be honored during a 15-minute segment of "Chrysler Presents a Bob Hope Comedy Special" Friday, April 17 (8:30-9:30 p.m. EST). Hope's guests for the 45-minute comedy-variety portion of the show include Martha Raye and Jack Jones. Other guests will be announced.

Of NBC-TV's 15 nominees -- a greater total than either of the other two networks -- three 1962 award-winners again won nominations.

"The Huntley-Brinkley Report," nominated for "Best News or Information Series," has been winner in the popularity poll in each of the four years the awards have been presented. Bob Hope's Christmas Show, winner in "Best Single Dramatic, Musical or Variety Program" for

(more)





the past two years, was nominated again in that category. Richard Chamberlain, title player of the "Dr. Kildare" series, was nominated for "Favorite Male Performer," the same category in which he won last year.

Five nominees were selected in each of seven categories. A final ballot listing nominees will be published in the March 28 issue of TV Guide.

The NBC-TV Network nominees for the 1963 awards are:

For "Favorite Series (Any Type, Any Length)" --  
"Dr. Kildare."

For "Favorite New Series (Any Type, Any Length)"--  
"Mr. Novak" and "The Richard Boone Show."

For "Best Single Dramatic, Musical or Variety Program" -- "Abe Lincoln in Illinois" ("Hallmark Hall of Fame"), "Chrysler Presents the Bob Hope Christmas Special," "Jonathan Winters Presents: A Wild Winters Night" and "Tyger, Tyger" ("Dr. Kildare").

For "Best Single News or Information Program" --  
"Cuba: Bay of Pigs" (NBC White Paper), "Cuba: The Missile Crisis" (NBC White Paper), "Our Man on the Mississippi" and "The Kremlin."

For "Best News or Information Series" -- "The Huntley-Brinkley Report" and "Today."

For "Favorite Male Performer" -- Richard Chamberlain.

For "Favorite Female Performer" -- Shirley Booth,  
star of "Hazel."

The TV Guide Awards portion of "Chrysler Presents a Bob Hope Comedy Special" April 17 will originate live in New York and Hollywood.

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NBC-New York, 3/24/64



ANTHONY COSTELLO CAST IN 'PROFILES IN COURAGE' STORY

Anthony Costello has been set for a role in "The Governor John M. Slaton Story" on NBC-TV's "Profiles in Courage" by producer Gordon Oliver for Robert Saudek Associates Inc. (Slaton was Governor of Georgia before World War I.)

Costello -- who was brought to the West Coast under contract to NBC-TV by Felix Jackson, Vice President, NBC Productions, TV Network -- had his first assignment in a "Temple Houston" segment.

"Profiles in Courage" is based on the Pulitzer Prize-winning book of biographies by the late President John F. Kennedy. The full-hour series will be presented on the network during the 1964-65 season.

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NBC-New York, 3/24/64





March 24, 1964

"KRAFT SUSPENSE" DRAMA OF FUGITIVE'S CHASE THROUGH MIDWEST  
HAMLETS AND CITIES IS COLOR-FILMED ON LOCATION

Police track a strangler through Midwestern hamlets and cities in "Once Upon a Savage Night," a drama filmed on location for presentation on NBC-TV's "Kraft Suspense Theatre" color series Thursday, April 2 (10-11 p.m. EST). Most of the drama's action was shot at night with a new high-speed color film, with the cameras going to night-clubs, "el" cars, dark alleyways and busy freeways.

In the story, a psychotic killer, Myron Ellis (Philip Abbott), is traced from Pinhook, Ind., to Chicago, where his sixth victim, a pretty blonde named Carol (Arlene Kieta), is slain in view of a large nightclub crowd. A chase by tri-state officers Harry Brockman (Charles McGraw) and Dan McVeay (Robert Ridgely) leads onto a tollway, where the fugitive, using a waitress named Hildegarde (Barbara Turner) as a shield, works his way into a top-secret government missile convoy. Ted Knight portrays tri-state officer Carl Lombardo.

The drama was produced and directed by Robert Altman. David Moessinger wrote the script and Bud Thackery did the camera work.

NBC-TV PROGRAM HIGHLIGHT APRIL 2

KRAFT SUSPENSE THEATRE: "Once Upon a Savage Night" -- This drama, shot at night with new high-speed film on location in the midwest, follows the chase of a fugitive. (Color).

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FROM THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York, N. Y. 10020

2-X-H

March 25, 1964

'TW3' REGULARS TO ENTERTAIN AT NBC DINNER FOR

AFFILIATED STATIONS AT NAB CHICAGO CONVENTION

More Than 600 Representatives of TV and Radio Stations Expected

The regular cast of NBC-TV's widely acclaimed "That Was the Week That Was" program will entertain at the dinner to be given by the National Broadcasting Company for representatives of its affiliated stations at the National Association of Broadcasters convention in Chicago Sunday, April 5, it was announced today by Tom Knode, Vice President, Station Relations. The dinner will take place in the International Ballroom of the Conrad Hilton Hotel.

Robert W. Sarnoff, Chairman of the Board of NBC, and Robert E. Kintner, President of NBC, will be hosts at the dinner. More than 600 representatives of the affiliated stations of the NBC Television and Radio Networks are expected to attend.

The "TW3" regulars performing will be Elliott Reid, the program's host, and Nancy Ames, Stanley Grover, Doro Merande and Henry Morgan.

In addition to Mr. Sarnoff and Mr. Kintner, key executives of all the operating divisions and the full staff of the Station Relations Department will represent NBC at the convention.

Representing NBC Station Relations at the convention will be Mr. Knode and Don Mercer, Director, and Regional Managers Joe Berhalter, Tony Cervini, Bill Kelley, Bud Laing, Ray O'Connell, Ted Reinhard, Paul Rittenhouse and Sheldon Hickox, Director, Station Relations, West Coast.

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## NBC TRADE NEWS

March 25, 1964

AS MANY AS 400,000,000 PEOPLE IN ALL PARTS OF WORLD MAY VIEW  
NBC-TV'S "PROFILES IN COURAGE" CONCURRENTLY UNDER  
PLANS FOR INTERNATIONAL SYNDICATION OF SERIES

Plans are under way for international syndication that may bring NBC-TV Network's forthcoming "Profiles in Courage" series to as many as 400,000,000 people in all parts of the world when it premieres on NBC-TV Sunday, Nov. 8 (6:30-7:30 p.m. EST).

George A. Graham Jr., Chairman of the Board of NBC International, announced the plans at the Third World Conference of overseas sales representatives and during discussions with Robert Saudek, producer of the series.

Mr. Graham said that instead of withholding episodes of the full-hour series, present intentions are to release each drama in the United States and more than 70 foreign countries concurrently.

The overseas sales representatives closed their Third World Conference on the West Coast last Friday as luncheon guests of Dennis Weaver at the Beverly Hills Hotel. They also viewed an episode of "Profiles in Courage" at Desilu Culver City studios. The series is based on the Pulitzer Prize-winning book by the late President John F. Kennedy.

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## NBC TRADE NEWS

March 25, 1964

### JAMES T. INCH IS APPOINTED VICE PRESIDENT AND GENERAL MANAGER OF NBC-CANADA LTD.

James T. Inch, who has been Vice President, Sales, of NBC-Canada Ltd. since he joined the unit in 1960, has been appointed Vice President and General Manager, it was announced today by George A. Graham Jr., Vice President of the Enterprises Division of NBC.

Mr. Inch was a sales representative of MCA from 1958 to 1960, and for six years before that he had his own insurance agency. From 1949 to 1952 he was advertising manager of Canadian Gypsum.

He was born in Hamilton, Ontario, and attended Hillfield School, Ridley College and McMaster University, all in Ontario. He is married and the father of two children.

Mr. Inch succeeds George Harper, who resigned recently to start his own business in Canada. NBC-Canada Ltd. is a subsidiary of the National Broadcasting Company, operating under the Enterprises Division, with main offices in Toronto. It functions as a distributor of television programs in Canada, and as producer of live programs in that country.

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## NBC TRADE NEWS

March 25, 1964

### AARON COHEN JOINS NBC PARTICIPATING PROGRAM SALES

Aaron Cohen has been named Manager, Program Services, Sales Development and Merchandising, Participating Program Sales, NBC, it was announced today by Mike Weinblatt, Director, Participating Program Sales, NBC.

Mr. Cohen comes to NBC from WCBS-TV, New York, where he was Director of Research and Sales Development for the past two years. A 1958 graduate of City College of New York, he began his business career as a research analyst for William Esty Co. A year later, he moved to WPIX-11 as Manager, Research and Sales Development, then joined WCBS-TV in February, 1962.

Mr. Cohen is a member of the International Radio and Television Society, Academy of Television Arts and Sciences and Alpha Delta Sigma advertising fraternity. He is married to the former Marcia Cohen of New York City.

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NBC'S MARION STEPHENSON TO ADDRESS  
WOMEN'S SYMPOSIUM AT OHIO STATE U.

Marion Stephenson, Vice President, Administration, NBC Radio Network, will address the upperclass women of Ohio State University Thursday, April 16 at a symposium in Columbus sponsored by the Faculty Women's Club of the university. The symposium topic is "The Role of the Educated Woman in Today's World."

As the keynote speaker, Miss Stephenson will address the assemblage on "How to Succeed in Life by Really Trying" at the Ohio Historical Museum Auditorium at 8 p.m. During the afternoon, Miss Stephenson will participate in a panel discussion on the following topics: "Achieving Self-Fulfillment," "Contributing to Society," "Being an Alert Citizen" and "Keeping Employable."

NBC-New York, 3/25/64





# NBC NEWS ELECTION YEAR '64

March 25, 1964

NBC NEWS TO BUILD FOUR COMPLETE TV STUDIOS AND CONTROL ROOMS  
TO COVER REPUBLICAN CONVENTION IN SAN FRANCISCO

Similar Setup Planned for Democratic Convention in Atlantic City

NBC News will build four complete television studios and control rooms in San Francisco for coverage of the 1964 Republican convention, William R. McAndrew, Executive Vice President in charge of NBC News, announced today.

The San Francisco complex will be the equivalent of almost half the broadcasting facilities in NBC's headquarters in the RCA Building in New York City, Mr. McAndrew said.

The Republican convention begins July 13. Six weeks later a duplicate setup will be ready for the Democratic convention starting Aug. 24 in Atlantic City, N. J.

"We'll have more of everything, more manpower, more equipment and more programming than we had four years ago at the 1960 conventions," said Robert Northshield, General Manager of NBC News, who is supervising NBC's entire political coverage this election year.

Chet Huntley and David Brinkley, anchor men of the television coverage, will be supported by over 550 newsmen and technicians at each convention. In addition to this task force of NBC personnel, about 100 others will be employed from the convention city, including office assistants, guides, guards, messengers, telephone operators and chauffeurs. The total staff will be one-third larger than the previous one.

(more)





Tractor-trailer loads of well over 50 tons of equipment including cameras, video and audio control units, tape machines, lights, cable and power supplies, will be sent to San Francisco from NBC's facilities in New York, Burbank, Calif.; Washington and Chicago. These will be supplemented by later air and rail shipments of equipment that will not have been completed or cannot be spared until shortly before the convention opens. Again, the same job must be done for the Atlantic City convention.

The NBC News coverage in each place will utilize about 50 cameras ranging from small, portable "walking TV stations" to giant perambulator cameras. Some cameras will be mounted on mobile trucks, and there will be hi-reach cameras on articulated booms towering 75 feet in the air.

About 50,000 feet of camera cable and 200,000 feet of wire for sound transmission will be required at each site -- double the amount used in 1960.

The glass-enclosed booth from which Huntley and Brinkley will report developments on the convention floor in San Francisco will be three times the size of its predecessor, allowing greater camera mobility.

Two separate news rooms with all the essential features of NBC News' main news room in New York will be set up in each convention city. In San Francisco, for example, one will be at the Cow Palace, where the formal convention sessions will be held, and the other will be at the Republican Party's headquarters hotel. As the convention activity shifts back and forth, each news room will be geared for the complete editorial operation required.

(more)



An important part of NBC's extensive communications system will be the NBC News Convention Wire, a network of teletype machines linking the news rooms with the Huntley-Brinkley booth, the control rooms, studios, executive offices and other major work areas. Over this Convention Wire will flow news bulletins, background information, sidebar features and operational directives to dozens of key personnel.

Reuven Frank, producer of NBC's "The Huntley-Brinkley Report," will be executive producer of the television coverage. Under his supervision, George Murray, associate producer and principal director, is planning and coordinating the functional design of facilities and arrangements for the coverage.

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NBC-New York, 3/25/64



# NBC TELEVISION NETWORK NEWS

March 25, 1964

JAPANESE PREMIER'S APOLOGY TO AMERICANS FOR STABBING  
OF U.S. AMBASSADOR IS CARRIED LIVE FROM TOKYO  
VIA RELAY II SATELLITE FOR "TODAY" TELECAST

- - -  
Other Program Segments Included in First Live Japan-U.S. TV Link

Japanese Premier Hayato Ikeda apologized to the American people today -- on live TV from Tokyo via the Relay II communications satellite -- for the stabbing of U.S. Ambassador Edwin O. Reischauer.

The Premier's apology was the principal feature of the first live TV broadcast from Japan to the United States by way of Relay II. The eight-minute program (from 7:32 to 7:40 a.m. EST) was telecast nationwide exclusively at the time of transmission on the NBC-TV Network's "Today" show.

Speaking in Japanese (with a written English translation superimposed on the screen), Premier Ikeda expressed "heartfelt regrets" for the stabbing incident, and attributed the fault to a "mentally deranged person." Ambassador Reischauer, who was to have appeared on the history-making telecast today, was cut on the thigh by a 19-year-old Japanese youth on Tuesday as he was leaving the U.S. Embassy. He is reported recovering in a Tokyo hospital.

Substituting for Ambassador Reischauer on the transpacific broadcast was U. S. Minister to Tokyo John K. Emmerson who, in effect, accepted the apology, termed the stabbing an "unfortunate incident," and assured that it would have no effect on the friendly relations between the two nations.

(more)







The remainder of the telecast bore the theme, "Welcome to the Tokyo Olympics," and included scenes of Tokyo as it appeared at the 9:32 to 9:40 p.m. Japanese time of transmission.

There were views of the plaza in front of the Imperial Palace; streams of autos and pedestrians on the Ginza, Tokyo's "Broadway"; the National Stadium where the 1964 Summer Olympics will be held; and a practice session at the Kodokan, the Tokyo judo institute, with an interview of an American judo student.

Referring to the forthcoming Olympics, Shinzo Koike, Japan's Minister of Postal Service and its chief communications officer, expressed the hope that some features of the games will be transmitted to American viewers by way of communications satellites.

The National Broadcasting Company has acquired exclusive rights in the U. S. to the 1964 Summer Olympics which will begin Oct. 10.

Today's transpacific program was produced by NHK, the Japanese Broadcasting Corporation, and was beamed between satellite ground stations in Tokyo and Andover, Maine.

Relay II was designed and built by the Radio Corporation of America under contract to the National Aeronautics and Space Administration.

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NBC-New York, 3/25/64



F. MELVILLE GREENE DEAD IN FLORIDA

F. Melville 'Mel' Greene, onetime Network Sales Service Manager for the National Broadcasting Company, died March 23 at West Palm Beach, Fla. He was 61.

Mr. Greene worked at NBC from 1927 to 1949 when he moved to St. Augustine, Fla., where he operated a tourist court. He was later a salesman for WPTV, the NBC-TV affiliate in West Palm Beach.

He leaves his wife; two daughters, Mrs. William M. Hamner of West Palm Beach and Mrs. Billy J. Graham of Gainesville, Fla., and four grandchildren.

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NBC-New York, 3/25/64



March 26, 1964

NBC NEWS' TV COVERAGE OF KEY PRIMARIES COMPLETELY SOLD OUT  
WITH THE PURCHASE OF SPONSORSHIP BY STANDARD BRANDS

NBC News' television coverage of the upcoming key primary elections is completely sold out with the purchase of sponsorship by Standard Brands Incorporated, it was announced today by Sam K. Maxwell Jr., Director, Special Program Sales, NBC Television Network.

NBC News will cover primaries in seven states and the District of Columbia with a series of five special telecasts between May 5 and June 2, as previously announced.

The Benrus Watch Co. has already purchased half-sponsorship in the primary series, in addition to 31 other NBC News TV specials dealing with the conventions and elections. Announcement of the Benrus buy, through West, Weir & Bartel, was made by NBC on March 6.

The Standard Brands order was placed through J. Walter Thompson Co.

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## NBC TRADE NEWS

March 26, 1964

'THE BILL DANA SHOW' TO HAVE NEW SUNDAY NBC-TV TIME PERIOD  
WITH PROCTER & GAMBLE AS THE SPONSOR IN 1964-65 SEASON

"The Bill Dana Show" will be presented on the NBC-TV Network Sunday nights from 8:30 to 9 p.m. NYT during the 1964-65 season, it was announced today by Mort Werner, Vice President, Programs, for the network. The Procter & Gamble Company will be the new season's sponsor of the series. The order was placed through the Leo Burnett Company advertising agency.

The situation comedy series, starring Bill Dana in the characterization of Jose Jimenez, a Latin-American with a lovable personality and a penchant for trouble, made its debut on the network in September of 1963.

Jonathan Harris will return in the role of Mr. Phillips, manager of the Park Central Hotel, which employs Jose Jimenez as a bellman. Gary Crosby is featured as Jose's friend and co-worker, Eddie.

The program is packaged by Amigo Productions with Sheldon Leonard as executive producer and Howard Leeds as producer.

During the 1963-64 season "The Bill Dana Show" has been scheduled Sundays in the 7-7:30 p.m. NYT period.

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## NBC TRADE NEWS

March 26, 1964

'PARADE,' HALF-HOUR MUSICAL PROGRAMS WITH STAR PERFORMERS,  
TO BE FRIDAY NIGHT NBC-TV SERIES DURING SUMMER SEASON

"Parade," a series of musical programs featuring star performers, will be presented on NBC-TV during the Summer season, it was announced by Mort Werner, Vice President, Programs, NBC-TV Network.

The half-hour shows will be telecast Friday nights at 9:30 p.m. NYT, from July 17 to Sept. 18. Each "Parade" program will be produced on the large scale of a Broadway musical comedy and will serve as a vehicle for a celebrated entertainer or entertainers.

Tony Bennett, Carol Channing, Rosemary Clooney and the Limelighters are among the top-billed artists who are set for the individual programs in the series. Elaborate sets and costumes will be "Parade" trademarks.

The variety shows, originally produced for the Canadian Broadcasting Corporation, will be broadcast during the time period of the vacationing "That Was the Week That Was," which will return to NBC-TV for the 1964-65 season in a new time period (Tuesdays at 9:30 p.m. NYT).

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March 26, 1964

NBC'S WILLIAM R. McANDREW HONORED BY  
RADIO FREE EUROPE FUND IN CONNECTION  
WITH 'THE KREMLIN,' TV NEWS SPECIAL

William R. McAndrew, Executive Vice President in charge of NBC News, will receive a citation from the Radio Free Europe Fund for "outstanding assistance" in connection with the NBC News color TV production of "The Kremlin." The presentation will be made during the "Today" program of Tuesday, March 31 (NBC-TV, 7-9 a.m. EST).

The citation, which will be presented to Mr. McAndrew by Theodore C. Streibert, President of Radio Free Europe Fund reads:

"Presented to William R. McAndrew, Executive Vice President in charge of NBC News, for outstanding assistance to the Radio Free Europe Fund, highlighted by the NBC News television documentary 'The Kremlin,' which exemplifies Radio Free Europe's philosophy of freedom of information."





NBC COLOR TELEVISION NEWS



600 YOUNG MUSICIANS TO JOIN IN "OPENING NIGHT AT WORLD'S FAIR"

Marching Bands of 5 Schools to Be Massed for Color Telecast

Six hundred musicians -- the marching bands of five schools -- will be massed to participate in the festivities of NBC-TV's 90-minute special color telecast of "Opening Night at the World's Fair" Wednesday, April 22 (7:30-9 p.m. EST).

As announced, Henry Fonda will be host of the color program and will be assisted by other stars, who will be viewers' guides for various areas of the New York World's Fair. They include Marian Anderson, accompanied by the Westminster Choir and the Columbus Boychoir, for the Religion Pavilions; Carol Channing (title star of Broadway's "Hello Dolly!") for the Industrial Area; Lorne Greene (a star of NBC-TV's "Bonanza") for the Federal and States Area; and Fred MacMurray for the Travel and Transportation Area.

The 600 musicians will perform from atop the Fair's heliport and then, led by Lorne Greene, will tour the Federal and States Area. The marching bands and directors are: The Weir High Varsity Band of Weirton, W. Va. (director, Augustine J. Orlandi); "That Ram Band," University of Rhode Island, Kingston, R.I. (director, Professor Donald B. Burns, and assistant, Chaplain Everett H. Greene); Northwestern High School Band, Hyattsville, Md., (director, Michael R. Ronca); Bergenfield (N.J.) High School Band (director Donald Angelica; director of music education: Dr. Bernard Baggs); and Northport (L.I., N.Y.) High School Tiger Marching Band (director: Robert W. Krueger, and assistant, Jack D. Thomas. )

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NBC-New York, 3/26/64



NBC NEWS' SANDER VANOCUR, IN HARPER'S MAGAZINE ARTICLE, COMMENTS  
ON 11-STATE TOUR PRESIDENT KENNEDY MADE TWO MONTHS BEFORE DEATH

Two months almost to the day before an assassin's bullets ended his life, President John F. Kennedy embarked on an 11-state tour of the country. In his entourage was NBC News correspondent Sander Vanocur.

In an article titled "Kennedy's Voyage of Discovery" in the current April issue of Harper's Magazine, Vanocur recalls events of the trip and the changes it effected in the President.

"The theme of the trip was conservation," writes Vanocur who was NBC News White House correspondent during the Kennedy administration. "Its purpose was political. When it had ended, President Kennedy had confirmed for himself what he already suspected -- that the test-ban treaty enjoyed wide public support, that the John Birch Society's strength in the West was exaggerated, and that he was extremely popular with the voters. It was for him a trip of discovery."

Of equal significance to his political revelations, indicates Vanocur, was the President's discovery of the physical wonders of the vast lands West of the Mississippi.

"He liked the people," writes Vanocur. "But I don't think he was ever completely comfortable there and, for him, the only recognizable phenomenon of nature between Mayor Richard Daley in Chicago and Assembly Speaker Jesse Unruh in Sacramento was Old Faithful."

What President Kennedy experienced and how it changed him is detailed by Vanocur in "Kennedy's Voyage of Discovery."

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NBC-New York, 3/26/64





NBC COLOR TELEVISION NEWS



ART CARNEY STARS AS A WIDOWER FIGHTING A LONELY BATTLE  
FOR HIS LIFE IN DRAMA ON 'DU PONT SHOW OF THE WEEK'

Art Carney stars as a middle-aged widower who fights a lonely battle for his life in "A Day Like Today," a drama to be presented in color on "Du Pont Show of the Week" Sunday, April 19 (NBC-TV, 10-11 p.m. EST).

The script is by Stanley Greenberg. David Susskind and Daniel Melnick are the executive producers of this Talent Associates-Paramount Ltd. production. Jacqueline Babbin is the producer and Tom Donovan the director.

For Walter Matthews (Carney), Friday has been just one more in a succession of bad days. When he comes home with a splitting headache and reaches into the medicine cabinet for something to ease the pain, Friday becomes suddenly the most crucial day of his life. The story moves fluidly between past and present as he reviews the past 24 hours in his life. Whether sitting in an empty house, battling to stay alive, or under pressure as a harried business executive, Carney is called upon to give a virtuoso performance in a poignant role.

Others in the cast include Kathleen Maguire as Matthews' secretary, Janice Hanson as his daughter, and Dennis Cooney as his son.

NBC-TV PROGRAM HIGHLIGHT APRIL 19

DU PONT SHOW OF THE WEEK: "A Day Like Today" -- Drama in which Art Carney stars as a widower who fights a lonely battle for his life. (Color).

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NBC-New York, 3/26/64





MRS. PETER LAWFORD, SISTER OF LATE PRESIDENT KENNEDY,  
VISITS PRODUCTION SET OF 'PROFILES IN COURAGE' SERIES

Mrs. Peter Lawford, sister of the late President Kennedy, visited the set of NBC-TV's "Profiles in Courage" during production this week. She was accompanied by executive producer Robert Saudek and producer Gordon Oliver.

Mrs. Lawford watched the filming of "The Governor John M. Slaton Story," starring Walter Matthau in the title role of the pre-World War I Governor of Georgia who was faced with commuting a death sentence and inviting political ruin.

The series, based on the Pulitzer Prize-winning book by the late President, will be presented on NBC-TV during the 1964-65 season.

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NBC-New York, 3/26/64



CREDITS FOR 'TENNESSEE ERNIE FORD HOUR' COLOR SPECIAL ON NBC-TV

Time: NBC-TV Network, Friday, April 10 in color  
(8:30 to 9:30 p.m. EST).

Starring: Tennessee Ernie Ford

Guest Stars: Jack Benny, Annette Funicello, Dorothy Provine,  
Andy Williams.

Format: Variety-comedy special

Produced, directed by Ralph Levy

Written by Hal Kanter, Milt Josefsberg

Music Director: Dave Grusin

Choreographer: Nick Castle

Choral Director (and  
additional vocal  
material): George Wyle

Special Material: Billy Barnes

Associate Producer: Don Van Atta

Music Coordinator: Dick Pribor

Unit Manager: John Spence

Art Director: E. Jay Krause

Costumes designed by Ret Turner

Production: A Betford Production in association with  
NBC at Burbank, Calif.

Sponsor (and Agency): Colgate-Palmolive Company's House of Ajax  
(Norman, Craig and Kummel Inc.)

NBC Press  
Representatives: Rolf Gompertz, Burbank, and Stan Levine,  
New York.

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NBC-New York, 3/26/64



March 27, 1964

SPONSORSHIP OF NBC-TV'S "SATURDAY NIGHT AT THE MOVIES" IS SOLD OUT  
FOR 1964-65 SEASON WITH 12 ADVERTISERS BUYING INTO THE SERIES

Sponsorship of NBC-TV's "Saturday Night at the Movies" (9 p.m. NYT) is sold out for 1964-65 with 12 advertisers buying into the series, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

"Saturday Night at the Movies" will be entering its fourth season on NBC-TV this Fall. NBC announced in February agreements with Paramount Television Productions and Metro-Goldwyn-Mayer for the TV premieres of a selection of prestige films, many of which will be seen during 1964-65 on the "Saturday Night" series.

The 12 advertisers are Vick Chemical Co. (through its agency, Morse International Inc.), Miles Laboratories Inc. (Wade Advertising Inc.), American Tobacco Co. (Sullivan, Stauffer, Colwell & Bayles and Batten, Barton, Durstine & Osborn), Star-Kist Foods Inc. (Leo Burnett Co.), Sunbeam Corp. (Foote, Cone & Belding), Green Giant Company (Leo Burnett Company), Maybelline Company (Post-Keyes-Gardner Inc.), Bristol-Myers Co. (Young & Rubicam), R. J. Reynolds Tobacco Co. (William Esty Co.), Union Carbide Corp. (William Esty Co.), Carnation Co. (Erwin, Wasey, Ruthrauff & Ryan) and Polaroid Corp. (Doyle Dane Bernbach).

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## NBC TRADE NEWS

March 27, 1964

'THE JACK PAAR PROGRAM' COMPLETELY SOLD OUT FOR 1964-65  
WITH THE PURCHASE OF SPONSORSHIP BY SIX ADVERTISERS

"The Jack Paar Program" color series is completely sold out for the 1964-65 season with the purchase of sponsorship by six advertisers, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

In addition to the previously announced order by the Speidel Corp., sponsors include P. Lorillard Co. (through its agency Lennen & Newell), Block Drug Co. (Grey Advertising Inc.), Polaroid Corporation (Doyle Dane Bernbach), Green Giant Co. (Leo Burnett Co.) and The Hertz Corporation (Norman, Craig & Kummel).

On March 9, NBC announced Jack Paar would return in his Friday 10-11 p.m. NYT period next Fall.

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## NBC TRADE NEWS

March 27, 1964

THOMAS TART, MICHAEL PRESCOTT AND RICHARD ZELIG NAMED TO NEW POSTS  
IN BUSINESS ADMINISTRATION, OPERATIONS AND ENGINEERING, NBC

Appointment of Thomas Tart, Michael Prescott and Richard Zelig to new positions in Business Administration, Operations and Engineering, NBC, was announced today by Neil J. Murphy, Manager of the department.

Mr. Tart becomes Coordinator, Production/Technical Operations and Estimating. During his 36 years with NBC, he has served in a variety of capacities, beginning as a page in 1928. He was, subsequently, a supervisor in Guest Relations, Mail Room and Protection.

In 1950 Mr. Tart moved into television operations as supervisor of stagehand scheduling. He was later business manager of live operations, technical operations, television network operations and then Business Manager, Scenic Services.

Mr. Tart lives in Yonkers, N.Y. with his wife, the former Lee Ricca of the Bronx. They have two children: Mary Ann, 20, and Thomas, 16.

Mr. Prescott takes Mr. Tart's previous post, Business Manager, Scenic Services, NBC. An NBC employe for 10 years, Mr. Prescott joined the network as an accountant. He became a financial analyst in NBC-TV Business Affairs in 1957 and in 1962 business manager, Engineering, Facilities and Radio Services.

(more)



## 2 - Appointments

A 1951 graduate of Manhattan College, Mr. Prescott was an auditor for the old Bank of Manhattan. He is married to the former Jeanne Carol Cooney of Brooklyn. They live in Ossining, N.Y. with their two children: Douglas, 6, and Sarah, 4.

Mr. Zelig succeeds Mr. Prescott as Business Manager, Engineering, Facilities and Radio Services. He joined the network in June, 1963 as Coordinator, Budgets, Operations and Engineering.

Mr. Zelig is a 1955 graduate of Harvard and a 1957 graduate of Columbia University's Graduate School of Business. From 1958 to 1961 he was an assistant buyer at Abraham & Straus. He was with American Can Company from 1961-63.

Mr. Zelig is married to the former Ellen Levitt of Scarsdale, N.Y. They have a son, Michael Philip, 2, and live in Manhattan.

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NBC-New York, 3/27/64





# NBC TELEVISION NETWORK NEWS

March 27, 1964

Attention, Sports Editors

INDIANS-ATHLETICS AND INDIANS-ANGELS GAME SCHEDULED FOR  
OPENING WEEKEND OF 'MAJOR LEAGUE BASEBALL' ON NBC-TV

- - -  
Other Games Are Listed for April and May

The Cleveland Indians will be the home team for the opening weekend of "Major League Baseball" games on NBC-TV, according to the tentative schedule for April and May.

The Saturday and Sunday telecasts will start April 18 and 19 and continue through Oct. 4. Joe Garagiola and Bob Wolff will be the commentators for the third year in a row, with Wolff reporting the play-by-play and Garagiola providing the color commentary.

Lou Kusserow of the NBC Sports Department will produce the baseball telecasts, and Harry Coyle of NBC Sports will direct. "Major League Baseball" will be televised coast-to-coast, but will not be carried by stations in major league markets or in certain other areas restricted by agreements with major league teams.

The games at Cleveland Stadium on the opening weekend pit the Indians against the Kansas City Athletics Saturday, April 18, and against the Los Angeles Angels Sunday, April 19.

Other teams to be seen in action on NBC-TV during April and May include the New York Yankees, Detroit Tigers, Chicago White Sox, Milwaukee Braves, Philadelphia Phillies and St. Louis Cardinals.

(more)



The teams in the TV games on April 25-26 and May 2 are still undecided. On Sunday, May 3, "Major League Baseball" will be pre-empted by a golf telecast. The tentative TV slate for the rest of the season, including the last weekend in May, will be announced next month.

Sponsors of "Major League Baseball" telecasts include P. Lorillard Company (through Grey Advertising Inc.), General Mills Inc. (through Knox Reeves Advertising Inc.) and Hav-A-Tampa Cigar Company (through Perry Silvey Advertising).

The "Major League Baseball" schedule through May 24, with parks and TV times, follows:

<u>Saturday, April 18</u>	--	Kansas City Athletics vs. Cleveland Indians at Cleveland Stadium, 1:30 p.m. EST.
<u>Sunday, April 19</u>	--	Los Angeles Angels vs. Cleveland Indians at Cleveland Stadium, 2 p.m. EST.
<u>Saturday, April 25</u>	--	Detroit Tigers vs. Minnesota Twins at Metropoli- tan Stadium, Bloomington, 2:30 p.m. EST --
	<u>OR</u>	Los Angeles Dodgers vs. Milwaukee Braves at County Stadium, Milwaukee, 2:30 p.m. EST.
<u>Sunday, April 26</u>	--	Boston Red Sox vs. Chicago White Sox at Comiskey Park, Chicago, 2:30 p.m. EDT --
	<u>OR</u>	Los Angeles at Milwaukee, 2:30 p.m. EDT.
<u>Saturday, May 2</u>	--	Philadelphia Phillies vs. Milwaukee Braves at County Stadium, Milwaukee, 2:30 p.m. EDT --
	<u>OR</u>	Los Angeles Angels vs. Chicago White Sox at Comiskey Park, Chicago, 2:30 p.m. EDT.

(more)



3 - 'Major League Baseball' on NBC-TV

- Sunday, May 3           -- "Major League Baseball" will be preempted by  
NBC-TV's coverage of the windup of the Tournament  
of Champions golf classic at Desert Inn Country  
Club in Las Vegas, Nev.
- Saturday, May 9       -- New York Yankees vs. Cleveland Indians at  
Cleveland Stadium, 1:30 p.m. EDT.
- Sunday, May 10       -- New York at Cleveland, 2 p.m. EDT.
- Saturday, May 16     -- Cleveland Indians vs. Detroit Tigers at Tiger  
Stadium, Detroit, 2:30 p.m. EDT.
- Sunday, May 17       -- Cleveland at Detroit, 2:30 p.m. EDT.
- Saturday, May 23     -- St. Louis Cardinals vs. Milwaukee Braves at  
County Stadium, Milwaukee, 2:30 p.m. EDT.
- Sunday, May 24       -- St. Louis at Milwaukee, 2 p.m. EDT.

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NBC-New York, 3/27/64





'TODAY' TELECASTS HIGHLIGHTS OF JAPANESE-ORIGINATED PORTION OF FIRST  
TV PROGRAM EXCHANGE WITH U.S. ON SINGLE SATELLITE PASS

Highlights of the Japanese-originated portion of the first exchange of television programming on a single satellite pass between Japan and the United States were telecast on the NBC-TV Network this morning (March 27) during the "Today" program's 8:30 a.m. EST news segment.

Scenes of the modern Tokyo subway and Daigoji Temple, a Buddhist temple in Kyoto built 1,000 years ago, were taped during the live transmission and shown on the NBC-TV Network a few minutes after the historic two-way telecast via the Relay II communications satellite.

The "Today" telecast marked the second transmission from Japan to be seen on the NBC-TV Network this week. On March 25, the network carried the first live TV broadcast from Japan to the United States, which was telecast nationwide exclusively at the time of transmission on the "Today" show.

This morning's program from Japan was produced by NHK, the Japanese Broadcasting Corporation.

Relay II was designed and built by the Radio Corporation of America under contract to the National Aeronautics and Space Administration.

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NBC-New York, 3/27/64



ABBY DALTON (QUEEN) AND MICHAEL LANDON (M.C. AND PARADE MARSHAL)  
TO APPEAR AT NORTH CAROLINA AZALEA FESTIVAL IN WILMINGTON

Abby Dalton, one of the stars of NBC-TV's "The Joey Bishop Show" color series (Saturdays, 8:30 p.m. EST) will be named Queen of the North Carolina Azalea Festival in Wilmington, N. C., on April 3. Miss Dalton (who plays the role of Ellie Barnes in the situation comedy series) will spend two days in Wilmington attending the various events in connection with the festival.

On April 4, there will be a parade for which Michael Landon, who co-stars as Little Joe on NBC-TV's "Bonanza" color series (Sundays, 9 p.m. EST), will serve as grand marshal. Landon also will be master of ceremonies for the Queen's Coronation Pageant on April 3.

Arrangements for Miss Dalton's and Landon's appearance at the North Carolina Azalea Festival were made by the NBC Promotion Department in cooperation with NBC affiliate WECT-TV in Wilmington.

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NBC-New York, 3/27/64



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## NBC TRADE NEWS

WILSON SPORTING GOODS AND GOODYEAR TIRE & RUBBER TO SPONSOR NBC-TV  
COVERAGE OF TWO MAJOR GOLF TOURNEYS SECOND STRAIGHT YEAR

NBC's television coverage of two major golf tournaments, the National Open Golf Championship and the Tournament of Champions, will be co-sponsored for the second straight year by Wilson Sporting Goods Company and Goodyear Tire & Rubber Company, it was announced today by Richard N. McHugh, Manager, Sports and Special Program Sales, NBC Television Network.

The final holes of the 12th annual Tournament of Champions at the Desert Inn Country Club in Las Vegas, Nev., will be televised in color Sunday, May 3 (4 to 5:30 p.m. EDT). Only golfers who have won at least one major tourney during the past year are eligible for the four-day event starting April 30.

The windup of golf's number one classic -- the National Open -- will be covered by NBC-TV Saturday, June 20 (4:30 to 6 p.m. EDT). The 64th annual National Open will be played June 18-20 at the Congressional Country Club outside Washington, D. C., with the world's top professional and amateur golfers competing.

Defending their titles in the two tournaments will be Jack Nicklaus at Las Vegas and Julius Boros in the Open.

This will be the 11th consecutive year that NBC-TV is covering the National Open and the eighth straight year for the Tournament of Champions.

Campbell-Mithun Inc. is the advertising agency for Wilson, which is a co-sponsor of the two golf telecasts for the fourth year in a row. Young & Rubicam is the agency for Goodyear.

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NBC-New York, 3/30/64







## NBC TRADE NEWS

March 30, 1964

### AMERICAN CYANAMID WILL SPONSOR "TODAY'S" TWO-HOUR SPECIAL AND WEEKLY FEATURES ON WORLD'S FAIR

The pageantry and excitement of opening day at the 1964-1965 New York World's Fair will be captured in a two-hour telecast on NBC-TV's "Today" show Thursday, April 23 (7-9 a.m. EST).

This special telecast, on the morning after the Fair's opening, will kick off "Today's" weekly series of originations from the Fair during its 1964 season.

The two-hour special telecast and the weekly segments will be sponsored by the American Cyanamid Co. (through Dancer-Fitzgerald-Sample advertising agency).

"Today's" cameras will be at several locations on the Fair grounds to tape highlights of the first day's activities April 22, from the opening of the gates at 9 a.m. to the spectacular nighttime fireworks display at the Fountain of the Planets, for presentation on the program the next morning.

President Johnson is expected to lead the group of dignitaries who will be among the anticipated half-million visitors to the Fair on opening day. The President's arrival and dedication of the Fair, and the flag-raising ceremonies, gala parade and other festivities will be shown on "Today." There also will be interviews with visitors for their impressions of the event and a segment showing the growth of the Fair from ground-breaking to grand opening.

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2 - 'Today' at the Fair

Members of the "Today" cast who will be at the Fair on opening day will include Jack Lescoulie and Maureen O'Sullivan and "Today" art critic Aline Saarinen. Frank Blair will report the news live that morning from NBC's New York studios.

"Today" also will originate a half-hour segment from the Fair every Friday (8:30-9 a.m. EDT) starting May 1 and continuing through October. "Today" host Hugh Downs, Lescoulie and Miss O'Sullivan will participate in these features, from a different location each week, to present the most interesting features of the Fair's exhibits.

To plan and develop the two-hour special program and the weekly series from the Fair, "Today" producer Al Morgan has set up a special production unit under associate producer Frank Donghi. This unit, consisting of a director, writers and other production personnel, will work exclusively on the program's coverage of the Fair.

"Today," a presentation of NBC News, is telecast Monday-through-Friday from 7-9 a.m. EST.

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NBC-New York, 3/30/64



## NBC TRADE NEWS

ALLEN PRODUCTS, ADVERTISING FIRST TIME ON NETWORK  
BUYS SPONSORSHIP IN 'TODAY' AND 'TONIGHT' SHOWS

FOR RELEASE NOON, WEDNESDAY, APRIL 1

The Allen Products Co. Inc. of Allentown, Pa., advertising on network television for the first time, has purchased sponsorship in NBC-TV's "Today" and "The Tonight Show Starring Johnny Carson," it was announced today by Mike Weinblatt, Director, Participating Program Sales, NBC.

The campaign of Allen Products, packers of ALPO, "100% meat dog food," will run from June through August.

Commenting on the firm's first purchase of network time, Robert Hunsicker, president of Allen Products, said, "The distribution and acceptance of ALPO has spread so rapidly that national advertising has become a necessity. On recommendation of our agency we have selected a combination of NBC-TV's 'Today' and 'Tonight' as our best national advertising buy to reach dog-owning families."

The Allen Products order was placed through Weightman Inc. of Philadelphia.

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March 30, 1964

HOW NBC NEWS LED NETWORKS IN FAST AND THOROUGH COVERAGE  
OF STORY OF ALASKAN EARTHQUAKE AND ITS AFTERMATH

NBC News led the other networks in fast and thorough coverage of the damage caused by the Alaskan earthquake.

The coverage included (all times EST):

-- Exclusive first films of the destruction on Kodiak Island, presented today (Monday, March 30) at 10:25 a.m. on "NBC News Morning Report."

-- Exclusive first films of the heavy damage to Anchorage, Alaska, the hardest hit city, presented Saturday, March 28 at 11:12 p.m.

-- First films of the disaster area (Crescent City, Calif., the State of Washington and Vancouver Island) presented Saturday at 7 p.m. -- four hours earlier than any other network.

-- The first eyewitness report from close to the center of the quake-shattered scene, which was carried on NBC Radio Saturday at 9:27 a.m.

-- Three half-hour special programs on television, as well as many special reports and coverage on regular news programs, on television and radio, Saturday, Sunday and Monday). (The TV specials were broadcast Saturday from 7 to 7:30 p.m. and from 11:12 to 11:42 p.m., and Sunday from 7 to 7:30 p.m.)

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The three half-hour specials were produced by Chet Hagan and narrated by NBC News correspondent Frank McGee. They were sponsored by the Gulf Oil Corporation, which omitted its commercial messages on both Saturday programs in deference to the disaster story.

Included in the Saturday 7 p.m. special report were scenes of the havoc leveled at Crescent City, Calif., when the tidal waves unleashed by the Alaskan earthquake drove into the heart of the city's downtown area. These films originated at KRON-TV, San Francisco, and were narrated by NBC News reporter Dean Mell, who arrived at the scene shortly after the waves hit the city.

Exclusive films of quake damage in the State of Washington came from Ted Bryant of KING-TV, Seattle, and the Canadian Broadcasting Corp. supplied films of damage to Vancouver Island.

Other features of the Saturday 7 p.m. program were the appearance of Father Joseph Lynch, director of the Fordham University Observatory and one of the world's leading seismologists; and Dr. Frank Field, NBC's meteorologist. They explained, in scientific terms, the cause and the effect of the quake.

In a report from the Pentagon, the relief operation already initiated by the government was described. Frank McGee, in a telephone interview direct to Juneau, talked with Hugh J. Wade, Alaskan Secretary of State, in another of the program's features.

The special program Saturday at 11:12 p.m. presented exclusive NBC News films, the first on network television, of the extensive damage in Anchorage. These had been hand carried on a commercial airline flight to Seattle and fed to the network from KING-TV.

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The films, including aerial footage, showed huge fissures in the earth, road levels sunk 20 or more feet, buildings smashed, the airport control tower that had been toppled, rescue teams searching the debris for victims, soldiers patrolling the streets and residents leaving their damaged homes. Ted Bryant of KING-TV narrated the film footage.

In a live remote from Seattle Airport, Charles Herring of KING-TV interviewed survivors of the earthquake who had been evacuated to Seattle. Lila Schroeder, Anchorage telephone supervisor, in a live audio pickup from Anchorage, described the disaster scene to Frank McGee.

The complete NBC News coverage of the disaster continued Sunday. The special TV program at 7 p.m. that night, "Earthquake: Report No. 3," included later films from Anchorage showing the evacuation of residents, rescue work and interviews with eyewitnesses.

Other coverage on Sunday included a five-minute NBC News Special Report at 3 p.m. with films of an emergency meeting between Alaska's Governor William A. Egan and Anchorage community leaders to plan reconstruction; additional films of damage in Anchorage and other parts of Alaska, and a filmed interview by NBC News correspondent Tom Pettit with John Bertel, an airline pilot, who was at home in Anchorage when the earthquake occurred.

On Monday, NBC News continued its lead in the coverage with first films of the damage to Kodiak Island, presented on "NBC News Morning Report." NBC News correspondent Merrill Mueller, reporting from Seattle after returning from the scene of the quake-ravaged Alaskan areas described the damage done by a 17-foot tidal wave as having ruined half the island, located just off the Alaskan mainland. The films showed

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how the tidal wave had wrecked the fishing fleet anchored in Kodiak harbor and smashed the island's cannery that was the heart of its economy.

NBC News began its massive coverage of the earthquake at 1 a.m. on Saturday, March 28, when first reports of the severity of the quake were broadcast over the NBC Radio Network. Despite an almost complete disruption in communications facilities between Alaska and the outside, the NBC News team was able to stay on top of the story throughout the night.

From points ranging from New York to Tokyo, NBC dispatched more than 20 correspondents, reporters, cameramen and technicians to the scene in Alaska.

NBC West Coast correspondent Tom Pettit, with camera and sound crew, was on the scene within 12 hours after the first bulletins on the disaster.

NBC News' chief Far East correspondent John Rich and two associates flew from their Tokyo headquarters to Kodiak. Their flight took them to Hawaii and then to Kodiak.

The largest NBC News contingent left from New York. Merrill Mueller, NBC News correspondent, and eight others, including reporter Robert Toombs, two cameramen, two sound men, two electricians, and a coordinator-expediter were in the group.

By 9:27 a.m. Saturday, NBC News had recorded its initial exclusive with the first eyewitness report from near the center of the disaster area. The report came from Dick Bhencke, an announcer for Armed Forces Radio at Fort Greely, Alaska, 80 miles from Fairbanks. The

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NBC Newsroom in Los Angeles established telephone contact with Bhencke and held the line for three hours in order to complete the report.

At 10:20 a.m. Saturday, NBC News scored its second significant exclusive, with an eyewitness report from Anchorage, hardest hit of all the cities victimized by the quake.

It came from Mrs. Jean Chance, a resident of that city, who had been riding down the main street in her car when the first giant shock hit the community. Bill Addison, NBC reporter in Omaha, succeeded in getting through to Mrs. Chance by phone and the interview which resulted was first broadcast on NBC Radio Network's weekend service, "Monitor." The "Monitor" program carried latest reports of the disaster throughout the day on its regularly-scheduled newscasts. Between 8:30 p.m. and 10:30 p.m. on Saturday, "Monitor" carried eight special reports on the disaster and its Sunday coverage of developments included break-ins every half-hour.

The NBC-TV Network also kept viewers abreast of initial quake developments throughout Saturday with the first televised report at 7:30 a.m. Updates and summaries of the disaster were broadcast Saturday at 10:53 a.m., 12:01 p.m., and 12:44 p.m. At 1:44 p.m., the NBC-TV Network carried an audio tape of a statement by Alaska's Governor Egan; at 2:30 p.m. an audio tape from KING-TV, Seattle; and at 3:20 p.m., a special report by NBC News correspondent Edwin Newman, including photos, a map of the disaster area, and a statement by Governor Egan.

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NBC-New York, 3/30/64





March 30, 1964

FROM TOKYO TO NEW YORK, NBC NEWS FORCES WERE MOBILIZED  
SPEEDILY FOR ALASKAN EARTHQUAKE STORY

Moments after the first word was received of the Alaskan earthquake, NBC News mobilized its newsgathering forces for comprehensive coverage of the story. Correspondents, reporters, and technicians were dispatched to the disaster scene from points as far distant as Tokyo and New York.

One of the first in the air was John Rich, NBC News Chief correspondent in the Far East. With him on the flight from Tokyo were Jack Fern, associated producer in the Far East for the "Huntley-Brinkley Report."

Tom Pettit, NBC News West Coast correspondent, left from Los Angeles for Anchorage with a crew of cameramen and soundmen.

A complement of nine was dispatched from New York on Saturday night. It was headed by NBC News correspondent Merrill Mueller, reporter Robert Toombs, and coordinator-expediter Bob Butterfield, and included two cameramen, two soundmen, and two electricians.

Additional personnel were subsequently ordered to Alaska from NBC News facilities in Seattle and San Francisco.

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**THE NATIONAL BROADCASTING COMPANY**

*Rockefeller Plaza, New York, N. Y. 10020*

March 30, 1964

**NBC NEWS TO SPONSOR BROADCASTING INTERNSHIP FOR ADVANCED AND  
GRADUATE STUDENTS OF AMERICAN UNIVERSITY, WASHINGTON, D. C.**

NBC News will sponsor a broadcasting internship for advanced and graduate journalism students of American University, Washington, D. C., beginning next September, it was announced today by William B. Monroe Jr., Director of News, NBC Washington; and Dr. Ray E. Hiebert, chairman of American University's department of journalism and public relations.

The University will grant up to six hours of credit toward a degree for practical study of NBC's Washington news operation. Tuition for this course for those selected will be paid by NBC News. The student will work in NBC's network newsroom at WRC-TV Washington.

Applicants for the program must be seniors or graduate students in American University's journalism school. Two interns each semester will be selected by a committee representing the university and NBC News Washington executives. Interns will be selected on the basis of interest, aptitude and experience, Dr. Hiebert said.

The internship program, the first undertaken by either the university or NBC News Washington, is a fruition of a long working relationship. Several NBC newsmen have graduated from American University. George Allen, a Washington news editor, teaches a course currently at the university. David van Sothen, NBC correspondent, and Russell C. Tornabene, now Manager, News Operations, NBC, New York, previously gave courses in broadcast news at AU.

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# NBC TELEVISION NETWORK NEWS

March 30, 1964

## WHITE HOUSE CONCERT FOR EMBASSY CHILDREN ON NBC-TV

The National Broadcasting Company will televise a White House Concert for 200 children of embassy families, Tuesday, March 31 (4:30-5 p.m. EST), in which Erich Leinsdorf will conduct 36 members of the Boston Symphony Orchestra.

The concert will consist of six excerpts from "Le Bourgeois Gentilhomme," the orchestral suite by Richard Strauss. The music was originally composed by Strauss as incidental music for the Moliere play.

Lynda Bird and Luci Baines Johnson, daughters of President Lyndon B. Johnson, will be the hostesses of the concert, which will take place in the East Room of the White House.

The appearance of Mr. Leinsdorf and the members of the Orchestra is at the invitation of Mrs. Johnson. Mr. Leinsdorf will address the young audience about the Strauss music as part of the concert.

The concert will be held 4-4:30 p.m. EST at the White House and will be taped for showing on NBC-TV in the 4:30-5 p.m. EST period. The program will pre-empt "Make Room for Daddy" on this date only.

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NBC COLOR TELEVISION NEWS



March 30, 1964

HIGH-SPEED COLOR FILM, NOT PREVIOUSLY USED FOR TV DRAMAS, PROVIDED EFFECTIVE ON-LOCATION NIGHT SCENES FOR 'KRAFT SUSPENSE' PRODUCTION

A high-speed color film, previously employed by the United States government in special space missile projects, will be introduced to TV drama viewers on NBC's "Kraft Suspense Theatre" Thursday, April 2. (10-11 p.m. EST).

Developed by Eastman Kodak, the sensitive film -- identified as ER -- permits highly mobile color-filming on location at night.

Ninety per cent of the April 2 Kraft drama, titled "Once Upon a Savage Night," was filmed after dark in such settings as a dark dancehall, alleyways and a dimly-lit "el" car.

Producer-director Robert Altman says, "with this high-speed color film, we can go anywhere and shoot anything with a minimum amount of light."

The dramatic mobility which the film offers is indicated in scenes from the story which takes viewers on a series of nocturnal chases through Midwestern cities and villages.

The principal character, a fugitive portrayed by Philip Abbott, is chased on foot through crowded Chicago streets and empty

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alleyways. He is stalked in and out of buildings and bus stations. Finally, he is pursued by a vehicle in the pre-dawn darkness over a long, desolate state freeway.

Bud Thackery, cameraman on the production, said, "Never having used the film before, naturally I was apprehensive. Then, when I saw the first work print, I couldn't believe my eyes. I swear, there was more to see on the screen than I had seen through the camera."

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NBC-New York, 3/30/64



## NBC NEWS' MARTIN AGRONSKY INJURED IN FIRE AT HIS WASHINGTON HOME

NBC News correspondent Martin Agronsky was injured in an attempt to rescue his son as a fire raged through their Washington, D.C., home early Sunday morning. Fortunately, however, the youth, Jonathan, 18, was at a party when the fire broke out at 2:15 a.m. EST.

Agronsky, who suffered smoke inhalation, fractured his left heel when he jumped from a second-floor porch in an attempt to reach the boy's bedroom. He was admitted to the Washington Hospital Center for further treatment. His condition was described as satisfactory.

A fire department official at the scene was quoted as saying "the whole family was very lucky to escape" and that Agronsky "had a lot of guts" to attempt the rescue. "It was typical of a good father," said the official.

Agronsky's wife Helen said she believed the fire leaped to drapes in the two-story living room of the contemporary dwelling and spread to Jonathan's second-floor bedroom, which also housed the family's extensive library. The Agronskys were awakened by a "loud crash" to find their second-floor room filled with smoke. Mrs. Agronsky said her husband, unable to get through the flames in the hall, then jumped from the porch to reach Jonathan's room another way. She called firemen from a telephone on the porch and was taken down a ladder to safety. The couple's three other children were at the homes of various friends.

The fire, which took 50 firemen four hours to extinguish, caused an estimated \$35,000 damage to the brick and frame dwelling and destroyed five rooms. Firemen did not immediately determine the cause of the fire, that was called "hot enough to melt glass."

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NBC-New York, 3/30/64



March 31, 1964

NBC INTERNATIONAL SALES IN WEEK TOTALED 519 HOURS OF  
PROGRAMMING FOR OVERSEAS TELEVISION BROADCASTERS  
175 Hours of Total Are 'Dr. Kildare' Programs

NBC International last week sold a total of 519 hours of programming to overseas television broadcasters, 175 hours of which was "Dr. Kildare."

Among the sales were those involving seven different programs to Liberian TV. These included 23 hours of "Bonanza," 20 half-hours of "It's a Great Life," 53 half-hours of "Medic," 83 (new and repeat) of "People Are Funny," 21 hours of "Michael Shayne," 26 half-hours of "Flight" and eight of "Philip Marlowe."

The remaining sales were as follows:

"The Way of the Cross" was purchased in West Germany; "The River Nile" in Czechoslovakia and Austria, "Shakespeare: Soul of an Age" and "The Voice of the Desert" in Poland, and "Shakespeare: Soul of an Age" to Holland, which also purchased 30 hours of "The Dick Powell Show."

NBC International's first sale to Scotland was 26 half-hours of "The Loretta Young Show." Northern Nigeria ordered an additional 13 hours of "The Dick Powell Show," and Trinidad, Jamaica, Gibraltar and Kenya each ordered 34 hours of "Dr. Kildare," with Portugal requesting an additional five hours of "Dr. Kildare."

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The first Latin American sale of "Car 54, Where Are You?" was for 40 half-hours to Puerto Rico, which also ordered 33 hours of "The Richard Boone Show."

New Zealand sales included four programs -- 26 hours of "The Andy Williams Show," a third renewal of 34 hours of "Dr. Kildare," a renewal of "The Dick Powell Show" for 30 hours, and 52 hours of "Bonanza."

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NBC-New York, 3/31/64



NBC COLOR TELEVISION NEWS



March 31, 1964

A NOTABLE FIRST FOR TV AND WORLD'S FAIR

MEXICO'S CANTINFLAS, IN FIRST ON-LOCATION TV PERFORMANCE IN U.S.,  
WILL GUIDE VIEWERS THROUGH FAIR'S INTERNATIONAL AREA

Cantinflas, one of the most popular actors in all the Americas, will give his first television performance on-location in the United States during NBC-TV's 90-minute special color broadcast of "Opening Night at the World's Fair" Wednesday, April 22 (7:30-9 p.m. EST), it was announced today by Mort Werner, Vice President, Programs, NBC Television Network.

"We, at NBC, are indebted to Cantinflas, and to the Mexican Government for its cooperation in this notable contribution to television in the United States," Mr. Werner said. "This great international star has been one of the most sought-after personalities to appear on television here, and NBC is happy that Cantinflas has agreed to participate in what promises to be a most gala TV event -- NBC's 'Opening Night at the World's Fair' color special."

During the NBC-TV special, Cantinflas will act as a goodwill ambassador of his native Mexico as he guides viewers on a tour of the Mexican Pavilion and the pavilions of other governments represented in the International Area of the Fair.

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Henry Fonda, as previously announced, will be host of the special. Viewers' guides for the various areas of the World's Fair will include Carol Channing (title star of Broadway's hit musical, "Hello Dolly!") for the Industrial Area; Lorne Greene (Ben Cartwright on NBC-TV's "Bonanza" color series) for the Federal and States Area; and Fred MacMurray (star of "My Three Sons" TV series) for the Travel and Transportation Area. Marian Anderson, accompanied by the 200-voice Westminster Choir and the 75-voice Columbus Boychoir, will tour the Religion Pavilions.

Cantinflas gives many performances each year in Mexico, South America and arenas elsewhere in the world as a clown, acrobat and bullfighter. He started his screen career with burlesques of movies, and has attained great popularity in all Spanish-speaking countries. He made his first smash impact on U. S. movie-goers in "Around the World in 80 Days."

"Opening Night at the World's Fair" will be sponsored by United States Steel. The color special will be produced for NBC by Bob Bendick in cooperation with the 1964-1965 New York World's Fair Corporation.

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NBC-New York, 3/31/64

